

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 11, 1979

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS				TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	ROCKY(S)	37.1	27,640	1	ROCKY(S)	28.1	57,560
2	LAVERNE AND SHIRLEY	32.2	23,990	2	MORK & MINDY	25.9	53,000
2	MORK & MINDY	32.2	23,990	3	HAPPY DAYS	24.0	49,190
4	HAPPY DAYS	31.1	23,170	3	LAVERNE AND SHIRLEY	24.0	49,190
5	THREE'S COMPANY	30.5	22,720	5	THREE'S COMPANY	22.4	45,800
6	EIGHT IS ENOUGH#	28.2	21,010	6	EIGHT IS ENOUGH#	21.9	44,850
7	ANGIE#	27.9	20,790	7	ANGIE#	21.7	44,360
8	MAKIN' IT SPECIAL(S)	27.0	20,120	8	MAKIN' IT SPECIAL(S)	19.3	39,460
9	LOVE BOAT	26.4	19,670	9	LOVE BOAT	19.1	39,070
10	NBC MONDAY NIGHT MOVIES	25.9	19,300	10	CHARLIE'S ANGELS	18.7	38,330
11	CHARLIE'S ANGELS	25.5	19,000	11	M*A*S*H	17.8	36,480
12	TAXI	25.3	18,850	12	GONE WITH THE WIND PT.1(S)	17.4	35,510
13	GONE WITH THE WIND PT.1(S)	24.3	18,100	13	CHIPS#	17.3	35,450
14	M*A*S*H	24.1	17,950	14	DIFF'RENT STROKES	17.3	35,310
15	LITTLE HOUSE-PRAIRIE#	23.3	17,360	15	TAXI	17.0	34,850
16	60 MINUTES	23.2	17,280	16	BIG EVENT#	16.6	33,890
17	BARNEY MILLER	22.7	16,910	17	LITTLE HOUSE-PRAIRIE#	16.5	33,760
18	BIG EVENT#	22.5	16,760	18	HEROES OF ROCK N ROLL(S)	16.3	33,310
18	CHIPS#	22.5	16,760	19	NBC MONDAY NIGHT MOVIES	16.2	33,140

WOMEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ROCKY(S)	28.6	22,350
2	LAVERNE AND SHIRLEY	24.6	19,200
3	THREE'S COMPANY	24.2	18,890
4	NBC MONDAY NIGHT MOVIES	23.3	18,170
5	EIGHT IS ENOUGH#	23.1	18,010
6	MORK & MINDY	23.0	17,950
7	HAPPY DAYS	23.0	17,920
8	GONE WITH THE WIND PT.1(S)	21.0	16,370
9	CHARLIE'S ANGELS	20.6	16,080
10	ANGIE#	20.2	15,740
10	LOVE BOAT	20.2	15,740
12	TAXI	20.0	15,620
13	LITTLE HOUSE-PRAIRIE#	19.8	15,480
14	DIFF'RENT STROKES	19.7	15,370
15	M*A*S*H	19.6	15,290
16	BIG EVENT#	19.0	14,790
17	CORN IS GREEN(S)	18.6	14,550
18	MAKIN' IT SPECIAL(S)	18.5	14,430
19	60 MINUTES	18.3	14,270

MEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ROCKY(S)	30.7	21,550
2	BIG EVENT#	20.0	14,000
3	MORK & MINDY	19.7	13,840
4	60 MINUTES	19.4	13,630
5	THREE'S COMPANY	18.2	12,790
6	ANGIE#	18.2	12,770
7	HAPPY DAYS	18.1	12,700
7	LAVERNE AND SHIRLEY	18.1	12,700
9	HAWAII FIVE-O#	17.2	12,090
10	GONE WITH THE WIND PT.1(S)	17.2	12,080
11	SUPERTRAIN#	17.1	12,020
12	M*A*S*H	16.8	11,780
13	HEROES OF ROCK N ROLL(S)	16.3	11,400
14	CO-ED FEVER(S)	16.2	11,340
15	CENTENNIAL#	16.0	11,240
16	CHARLIE'S ANGELS	15.7	11,020
17	LOVE BOAT	15.6	10,940
18	MR. HORN PART I(S)	15.4	10,820
19	BARNABY JONES	15.4	10,770
20	B.J. AND THE BEAR#	15.3	10,760

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 11, 1979

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ROCKY(S)	32.4	15,670
2	MORK & MINDY	27.9	13,510
3	EIGHT IS ENOUGH#	26.5	12,830
4	LAVERNE AND SHIRLEY	26.3	12,730
5	THREE'S COMPANY	25.5	12,360
6	HAPPY DAYS	24.5	11,860
7	ANGIE#	23.4	11,320
8	CHARLIE'S ANGELS	21.9	10,610
9	HEROES OF ROCK N ROLL(S)	21.9	10,600
10	TAXI	21.6	10,450
11	LOVE BOAT	21.2	10,280
12	MAKIN' IT SPECIAL(S)	21.2	10,270
13	M*A*S*H	20.5	9,940
14	ABC SUNDAY NIGHT MOVIE	20.2	9,760
15	BIG EVENT#	19.5	9,440
16	NBC MONDAY NIGHT MOVIES	19.3	9,340
17	BARNEY MILLER	18.8	9,120
18	LOU GRANT#	18.1	8,760

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NBC MONDAY NIGHT MOVIES	29.8	7,040
2	GONE WITH THE WIND PT.1(S)	27.6	6,500
3	60 MINUTES	26.7	6,310
4	WALTONS#	26.6	6,280
5	LITTLE HOUSE-PRAIRIE#	26.3	6,210
6	DIFFRENT STROKES	25.7	6,060
7	CHIPS#	25.0	5,890
8	HAWAII FIVE-O#	23.7	5,600
9	CIRCUS SUPER HEROES(S)	22.8	5,370
10	CORN IS GREEN(S)	22.1	5,210
11	RINGLING BROS. CIRCUS(S)	22.0	5,190
12	CENTENNIAL#	21.6	5,090
13	LAVERNE AND SHIRLEY	21.4	5,060
13	ROCKY(S)	21.4	5,060
15	THREE'S COMPANY	21.1	4,970
16	CBS EVENING NEWS-CRONKITE	20.9	4,930
17	DALLAS	20.5	4,830
18	HAPPY DAYS	19.5	4,600
19	BARNABY JONES	19.0	4,490
20	CHARLIE'S ANGELS	18.7	4,420

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ROCKY(S)	35.4	16,310
2	MORK & MINDY	22.1	10,190
3	BIG EVENT#	21.1	9,710
4	HEROES OF ROCK N ROLL(S)	20.8	9,560
5	ANGIE#	20.0	9,220
6	CO-ED FEVER(S)	19.7	9,070
7	HAPPY DAYS	18.2	8,360
8	LAVERNE AND SHIRLEY	17.7	8,170
9	THREE'S COMPANY	17.7	8,130
10	M*A*S*H	17.1	7,880
11	HORROR SHOW:60 MAGIC YRS.(S)	17.0	7,810
12	SUPERTRAIN#	16.4	7,570
13	LOVE BOAT	16.3	7,490
14	MAKIN' IT SPECIAL(S)	15.5	7,140
15	ABC SUNDAY NIGHT MOVIE	15.5	7,130
16	60 MINUTES	15.4	7,090
17	LOU GRANT#	15.3	7,050
18	SALVAGE 1	14.9	6,860
19	TAXI	14.8	6,820
20	PRO BOWL FOOTBALL GAME(S)	14.7	6,750
21	EIGHT IS ENOUGH#	14.5	6,660
21	MR. HORN PART I(S)	14.5	6,660

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	29.0	5,370
2	GONE WITH THE WIND PT.1(S)	24.9	4,600
3	HAWAII FIVE-O#	24.0	4,440
4	CENTENNIAL#	23.5	4,340
5	CHIPS#	22.8	4,220
6	WALTONS#	22.4	4,150
7	RINGLING BROS. CIRCUS(S)	22.1	4,080
8	NBC MONDAY NIGHT MOVIES	21.0	3,890
9	DIFFRENT STROKES	20.8	3,850
10	CBS EVENING NEWS-CRONKITE	20.5	3,800
11	ROCKY(S)	19.8	3,670
12	CHARLIE'S ANGELS	19.6	3,630
13	LAVERNE AND SHIRLEY	19.4	3,590
14	THREE'S COMPANY	19.3	3,570
15	BARNABY JONES	19.2	3,560
16	MR. HORN PART I(S)	18.4	3,410
17	B.J. AND THE BEAR#	18.4	3,400
18	HOW THE WEST WAS WON#	18.3	3,390
19	HAPPY DAYS	18.2	3,360

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18- 34	WOMEN 18- 49	25- 34	55- 64	65+	TOTAL	18- 34	MEN 18- 49	25- 34	55- 64	65+	TOTAL FEM.	TOTAL 6-11						
EVENING CONT'D																																	
BARNABY JONES																																	
THU. 10.00P 60 CBS PD 17 195 194																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
BARNEY MILLER																																	
THU. 9.00P 30 ABC CS 19 192 195																																	
BIG EVENT-TUE.																																	
1 TUE. 9.00P 120 NBC FV 16 198 206																																	
2 TUE. 8.00P 180																																	
8.00 - 8.30																																	
8.30 - 9.00																																	
9.00 - 9.30																																	
9.30 - 10.00																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
BIG EVENT																																	
2 SUN. 8.00P 161 NBC FV 10 204 99																																	
8.00 - 8.30																																	
8.30 - 9.00																																	
9.00 - 9.30																																	
9.30 - 10.00																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
10.00 - 10.30																																	
BROTHERS AND SISTERS																																	
FRI. 8.30P 30 NBC CS 3 201 201																																	
CBS EVENING NEWS-CRONKITE																																	
M-F 6.30P 30 CBS N 89 195 196																																	
CBS EVENING NEWS																																	
2 SUN. 6.30P 30 CBS N 8 157 85																																	
CBS SAT. NEWS-SCHIEFFER																																	
SAT. 6.30P 30 CBS N 17 148 156																																	
CBS SATURDAY NIGHT MOVIE																																	
2 SAT. 9.00P 120 CBS FF 9 186 98																																	
9.00 - 9.30																																	
9.30 - 10.00																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
CBS TUESDAY NIGHT MOVIES																																	
1 TUE. 9.00P 120 CBS FF 14 174 97																																	
9.00 - 9.30																																	
9.30 - 10.00																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
CENTENNIAL(B)																																	
1 SAT. 9.00P 120 NBC GD 210 99 99																																	
9.00 - 9.30																																	
CONT'D																																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK # DAY		START TIME	DUR	NET	TYPE	PROG. #	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11										
															TOTAL	18-34	WOMEN 18-49 25-54			MEN 55-64 55+			TOTAL	18-34	MEN 18-49 25-54			55-64 55+	TOTAL	12-17 FEM.	TOTAL	6-11					
EVENING CONT'D																																					
CENTENNIAL(B)-CONT'D																																					
9.30 - 10.00															A	12.9	21	961	1734	741	252^	785	176^	312	355	176^	368	685	210^	333	399	123^	258	96^	27^	168^	131^
10.00 - 10.30															A	16.0	26	1192	1831	772	335	804	216	355	359	210	361	710	225	375	412	138^	255	107^	30^	210	161^
10.30 - 11.00															A	16.3	27	1214	1803	755	328	798	236	367	362	209	337	678	241	377	401	124^	218	142^	82^	185^	138^
CENTENNIAL															A	18.8	28	1401	1914	752	236	798	163^	322	386	157^	364	804	215	358	427	176	310	100^	12^	212	149^
1 SUN. 8.00P 180 NBC GD 99															B	20.3	30	1512	1868	770	262	831	249	454	440	146	299	760	249	419	411	151	261	122	49	155	112
8.00 - 8.30															A	17.4	25	1296	1830	750	281	798	163^	330	364	174^	386	747	222	319	364	202	315	86^	15^	199	133^
8.30 - 9.00															A	17.9	25	1334	1939	776	297	832	163^	347	398	153^	380	789	244	347	388	183^	318	103^	16^	215	151^
9.00 - 9.30															A	19.0	27	1416	2030	755	239	798	161^	305	368	158^	381	842	217	377	436	183	341	108^	17^	282	184
9.30 - 10.00															A	18.8	27	1401	1997	768	233	809	162^	326	404	152^	359	827	220	378	457	164^	306	104^	18^	257	179
10.00 - 10.30															A	19.0	28	1416	1857	725	204	768	159^	310	389	146^	339	789	180	349	447	162^	288	96^	12^	204	157^
10.30 - 11.00															A	21.0	36	1565	1798	734	169	773	162	313	394	158	334	798	191	354	448	160	291	105^	13^	122^	86^
CHARLIE BROWN-VALENTINE(S)															A	16.9	28	1259	2473	717	236	784	383	554	467	59^	181^	603	227	415	396	67^	148^	206	75^	880	494
2 FRI. 8.00P 30 CBS EA 98																																					
CHARLIE'S ANGELS															A	25.5	38	1900	2017	768	281	847	333	559	438	123	234	579	205	331	301	115	192	253	158	338	288
1 WED. 9.00P 60 ABC PD 99 98															B	25.5	39	1900	1938	757	294	835	341	543	450	116	228	581	215	343	302	103	182	249	138	273	222
2 WED. 8.00P 120																																					
8.00 - 8.30															A	22.7	34	1691	2059	767	317	836	319	542	404	146	257	597	200	319	293	129^	216	258	157	368	306
8.30 - 9.00															A	24.0	35	1788	2079	758	307	832	323	566	416	125^	233	584	206	322	281	127^	208	283	181	380	320
9.00 - 9.30															A	27.0	40	2012	2019	776	283	866	343	573	456	117	228	567	204	327	305	109	179	251	160	335	284
9.30 - 10.00															A	26.3	40	1959	1955	759	253	835	329	546	442	118	227	579	209	340	305	109	184	233	143	308	267
CHIPS															A	22.5	38	1676	2115	753	236	812	226	385	374	127^	351	622	150	298	323	123^	252	193	83^	488	327
1 SAT. 8.00P 60 NBC OP 98															B	20.1	35	1497	2196	751	253	837	277	463	426	127	301	692	244	409	380	112	213	215	97	452	311
8.00 - 8.30															A	21.6	37	1609	2104	760	239	827	221	376	368	126^	377	621	150^	307	326	122^	253	158	68^	498	338
8.30 - 9.00															A	23.4	39	1743	2119	748	233	799	231	392	379	123^	327	619	148	290	320	125^	250	223	96^	478	315
CIRCUS SUPER HEROES(S)															A	14.1	21	1050	2100	832	234	903	164^	320	336	126^	512	599	166^	273	294	122^	269	208^	19^	390	205^
1 THU. 8.00P 60 NBC GV 98															A	12.7	19	946	2062	799	202^	874	150^	297	316	125^	511	585	150^	243^	276	137^	281	193^	7^	410	224^
8.00 - 8.30															A	15.4	22	1147	2136	859	261	924	175^	335	353	126^	512	613	179^	299	310	113^	254	226	33^	373	187^
8.30 - 9.00															A	21.0	36	1565	1821	654	311	759	330	532	450	106^	169	725	379	579	470	73^	113^	225	128^	112^	91^
CO-ED FEVER(S)															A	21.5	31	1602	1589	845	329	907	273	500	482	138^	324	428	134^	228	213	99^	161	134^	85^	120^	88^
1 MON. 9.00P 111 CBS GD 99															A	25.0	34	1863	1697	842	341	925	300	514	457	148	336	438	139	221	192	115^	190	170	104^	164	117^
9.00 - 9.30															A	22.4	31	1669	1620	835	342	893	264	496	480	143^	321	437	131^	233	219	97^	165	135^	83^	155	108^
9.30 - 10.00															A	19.2	28	1430	1501	856	309	903	255	495	489	133^	323	415	129^	234	231	84^	133^	120^	82^	63^	57^
10.00 - 10.30															A	18.5	29	1378	1467	862	321	913	270	498	513	125^	316	418	130^	227	227	87^	137^	81^	53^	55^	46^
10.30 - 11.00															A	20.2	35	1505	1791	813	330	879	274	485	457	150	320	606	162	341	342	120	199	167	76^	139	89
DALLAS															B	20.1	35	1497	1719	784	332	863	276	464	444	141	318	592	162	325	320	110	205	136	61	128	84
FRI. 10.00P 60 CBS GD 95 96															A	20.3	35	1512	1831	823	333	886	278	494	461	147	321	617	161	342	349	123	204	164	76^	164	102
10.00 - 10.30															A	20.1	36	1497	1743	804	327	870	269	476	453	152	319	591	157	335	333	117	195	171	77^	111	76^
10.30 - 11.00															A	15.8	27	1177	2082	680	277	748	350	535	445	67^	165	596	292	450	346	72^	110	316	173	422	322
DELTA HOUSE															B	16.7	28	1244	2249	713	291	778	362	551	445	72	176	684	340	506	391	83	133	320	156	467	348
SAT. 8.00P 30 ABC CS 95 99															A	22.4	36	1669	2116	840	305	921	222	476	457	139	364	614	185	333	306	125	231	137	47^	444	344
DIFFERENT STROKES															B	19.0	32	1416	2046	785	284	878	266	475	434	147	327	626	213	354	309	111	223	176	76	366	280
FRI. 8.00P 30 NBC CS 99 99																																					

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11						
														TOTAL	18-34	WOMEN 18-49		25-54	55-64	55+	TOTAL	18-34	MEN 18-49		25-54	55-64	55+							
EVENING CONT'D																																		
HORROR SHOW:60 MAG-CONT'D																																		
9.00 - 9.30														A	16.4	25	1222	2187	671	268	710	360	579	389	81^118^	802	372	636	538	13^ 87^	312	154^	363	273
9.30 - 10.00														A	16.2	25	1207	2154	686	232	717	373	590	390	78^112^	829	385	657	569	17^ 88^	320	147^	288	226
HOW THE WEST WAS WON 3 193														A	17.7	26	1319	2052	765	276	796	302	505	496	119^203	805	277	464	386	127^259	216	109^	235	139^
2 MON. 9.00P 120 ABC EW 99														B	19.6	30	1460	1996	752	299	837	330	547	495	108 212	773	306	481	389	112 224	191	88	195	137
9.00 - 9.30														A	16.1	23	1199	2138	792	285	827	325	509	494	122^235	768	246	428	379	117^267	210	114^	333	218
9.30 - 10.00														A	18.4	26	1371	2152	774	270	809	306	510	493	125^217	812	274	467	393	119^259	237	125^	294	163^
10.00 - 10.30														A	18.7	28	1393	1982	744	275	771	291	497	495	115^183	832	285	485	406	137^258	209	98^	170^	95^
10.30 - 11.00														A	17.7	28	1319	1925	747	273	775	286	498	502	118^181^	793	297	464	368	127^242	203	99^	154^	90^
INCREDIBLE HULK 3 189														A	15.9	24	1185	2000	541	218	618	246	356	260	88^218	762	352	498	384	98^224	178^	70^	442	264
1 WED. 8.00P 60 CBS SF 94														B	15.5	23	1155	2293	712	301	802	337	495	372	121 238	729	330	470	365	85 193	240	81	522	307
8.00 - 8.30														A	15.3	23	1140	1986	538	209^	616	232	342	266	78^225	751	342	483	385	92^225	163^	68^	456	270
8.30 - 9.00														A	16.5	24	1229	2004	540	226	617	256	364	254	97^211	768	363	511	381	102^223	191^	73^	428	256
JEFFERSONS 3 180 185														A	17.9	27	1334	1789	780	321	846	288	470	422	136 297	589	184	322	291	104 212	176	101	178	110
WED. 9.30P 30 CBS CS 96 97														B	17.9	27	1334	1749	781	325	846	276	472	415	136 293	567	178	313	276	102 200	176	88	160	97
KAZ 4 187 189														A	13.7	24	1021	1573	762	306	827	280	462	423	125 274	513	143	244	244	102^214	138	70^	95^	69^
WED. 10.00P 60 CBS GD 99 98														B	14.9	25	1110	1623	757	298	818	264	456	422	132 270	591	172	290	283	126 237	137	51	77	47
10.00 - 10.30														A	14.2	24	1058	1597	753	302	819	276	458	420	123 270	512	140	249	247	104^209	156	82^	110^	79^
10.30 - 11.00														A	13.2	23	983	1539	772	308	832	279	462	425	125^279	509	144	235	237	102^219	120^	57^	78^	58^
LAVERNE AND SHIRLEY 19 207 207														A	32.2	48	2399	2050	735	285	799	322	531	447	92 211	529	223	340	299	60 150	247	132	475	328
TUE. 8.30P 30 ABC CS 98 99														B	29.3	45	2183	2166	736	296	823	388	587	468	86 179	553	265	390	329	63 117	286	154	504	346
LIBERACE SPECIAL(S) 191														A	11.0	18	820	1688	814	241^	849	107^	274^299	182^511	685	110^	272^267^	150^359	73^ 29^	81^	54^			
1 SAT. 10.00P 60 CBS GV 99														A	11.1	18	827	1681	783	229^	824	107^	282^314	178^473	684	106^	274^269^	154^354	89^ 41^	84^	52^			
10.00 - 10.30														A	10.8	18	805	1699	853	250^	880	103^	265^284^	183^554	688	110^	268^263^	148^367	55^ 16^	76^	54^			
10.30 - 11.00																																		
LITTLE HOUSE-PRAIRIE 18 213														A	23.3	33	1736	1945	825	215	893	278	455	424	159 358	485	179	249	241	115^181	208	131^	359	231
2 MON. 8.00P 60 NBC GD 99														B	24.6	37	1833	1977	802	267	904	293	459	421	144 360	547	180	275	257	95 213	184	111	342	225
8.00 - 8.30														A	22.7	33	1691	1973	827	222	899	274	453	424	158 369	503	170	253	252	124^197	210	133^	361	220
8.30 - 9.00														A	23.8	33	1773	1919	824	207	885	280	455	426	164 348	465	186	244	231	105^165	211	129^	358	239
LITTLE WOMEN 1 196														A	12.0	18	894	1744	725	321	807	204^	356	401	150^345	501	160^	195^210^	68^206^	137^ 65^	299	251^		
2 THU. 8.00P 60 NBC GD 98														B	12.0	18	894	1744	725	321	807	204	356	401	150 345	501	160	195	210	68 206	137	65	299	251
8.00 - 8.30														A	11.2	17	834	1680	733	301	812	198^	341	403	147^362	510	161^	186^198^	74^228^	106^ 49^	252^	208^		
8.30 - 9.00														A	12.8	19	954	1788	716	335	803	208^	365	399	153^332	488	157^	202^218^	61^186^	158^ 77^	339	286		
LOU GRANT 16 194														A	17.1	27	1274	1927	867	319	921	429	687	532	96^191^	790	322	553	487	110^193	130^	53^	86^	19^
2 MON. 10.00P 60 CBS GD 99														B	20.1	32	1497	1710	822	319	891	359	588	498	104 222	601	260	389	347	85 161	147	74	71	49
10.00 - 10.30														A	17.4	26	1296	1961	877	313	930	446	708	540	92^184^	787	320	559	496	106^185^	131^	57^	113^	31^
10.30 - 11.00														A	16.8	27	1252	1881	852	322	906	413	665	521	101^195	792	322	546	480	113^201	127^	48^	56^	7^
LOVE BOAT 19 195 201														A	26.4	44	1967	1986	723	284	798	343	522	452	80 215	556	246	379	308	72 141	255	138	377	313
1 SAT. 9.00P 120 ABC CS 99 99														B	22.7	39	1691	2025	758	283	840	316	512	453	118 251	608	239	383	340	87 168	209	114	368	267
2 SAT. 9.00P 60																																		
9.00 - 9.30														A	23.5	39	1751	1990	715	286	792	320	489	420	86 239	559	223	347	286	72 167	247	138	392	318
9.30 - 10.00														A	25.8	44	1922	1976	713	282	788	334	494	429	79 233	545	233	359	285	67 146	260	143	383	316
10.00 - 10.30														A	29.8	49	2220	2018	723	290	807	363	557	480	77^192	561	281	422	339	75^117	263	134	387	326
10.30 - 11.00														A	30.0	50	2235	1977	759	281	828	378	591	516	76^174	567	281	431	354	71^112	240	127	342	288

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11								
														TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+									
EVENING CONT'D																																		
MAKIN' IT										2	197	194	A 14.5	24	1080	2028	743	287	829	361	563	442	93^213	578	229	359	306	86^165	277	153	344	227		
1 FRI., 8.30P										30	ABC	CS	99	99	B 14.5	24	1080	2028	743	287	829	361	563	442	93 213	578	229	359	306	86 165	277	153	344	227
2 FRI., 8.00P										30																								
MAKIN' IT SPECIAL(S)										193		A 27.0	39	2012	1961	606	308	716	337	510	416	82^141	465	271	355	281	49^ 72^	298	179	482	354			
1 THU., 8.30P										30	ABC	CS	99																					
MARK TWAIN'S AMERICA(S)										204		A 16.5	25	1229	1728	742	223	816	254	425	368	161^323	634	193^	292	297	149^258	106^	14^	172^	112^			
1 TUE., 8.00P										60	NBC	GD	99																					
8.00 - 8.30												A 15.6	24	1162	1664	727	214	817	245	425	358	156^332	605	178^	274	272	147^253	104^	15^	138^	84^			
8.30 - 9.00												A 17.4	26	1296	1775	754	229	811	264	426	377	161^312	655	206	307	318	149^259	107^	13^	202	136^			
M*A*S*H										20	191	196	A 24.1	35	1795	2032	782	336	851	376	555	463	112 225	657	295	439	382	100 175	222	96	302	207		
1 MON., 8.00P										30	CBS	CS	98	99	B 25.7	37	1915	1944	782	325	859	365	569	474	107 218	637	289	419	373	85 165	217	102	231	161
2 MON., 9.00P										30																								
MORK & MINDY										19	200	200	A 32.2	48	2399	2209	649	304	747	376	563	444	78 122	577	323	426	333	62 100	327	186	558	402		
THU., 8.00P										30	ABC	CS	99	99	B 27.7	45	2064	2286	703	314	793	412	615	471	64 121	626	334	478	375	57 100	346	181	521	374
MR. HORN PART I(S)										192		A 21.0	31	1565	1656	689	202	732	175	349	374	139^282	692	238	425	372	125^219	105^	42^	127^	61^			
1 THU., 8.00P										120	CBS	GD	99																					
8.00 - 8.30												A 19.3	29	1438	1685	700	190	736	153^	322	361	141^323	685	210	374	352	132^251	94^	36^	170^	64^			
8.30 - 9.00												A 21.0	30	1565	1673	695	204	740	174	355	376	141^290	705	240	437	369	119^225	95^	37^	133^	63^			
9.00 - 9.30												A 22.9	34	1706	1635	680	195	718	183	357	379	136^257	684	254	438	378	122^201	121^	51^	112^	58^			
9.30 - 10.00												A 20.8	32	1550	1629	681	216	733	186	358	379	137^261	690	251	448	391	124^198	106^	43^	100^	58^			
MR. HORN PART II(S)										194		A 16.0	27	1192	1889	716	238	735	210	404	370	136^280	750	259	468	410	132^238	159^	59^	245	175^			
1 SAT., 8.00P										120	CBS	GD	99																					
8.00 - 8.30												A 15.2	26	1132	1943	696	202^	721	185^	379	360	163^287	720	252	443	392	119^229	230	76^	272	182^			
8.30 - 9.00												A 16.4	28	1222	1941	733	230	755	212	422	384	148^283	713	235	447	389	116^227	204	70^	269	178^			
9.00 - 9.30												A 15.9	26	1185	1830	719	251	732	220	410	377	115^269	772	263	485	423	146^247	107^	48^	219	166^			
9.30 - 10.00												A 16.5	27	1229	1836	710	267	725	213	400	362	115^275	789	283	499	431	149^244	100^	41^	222	174^			
NBC MONDAY NIGHT MOVIES										19	206	206	A 25.9	38	1930	1717	830	281	941	278	484	462	154 364	549	202	304	256	103 201	126	73	101	77		
1 MON., 8.00P										180	NBC	FF	99	99	B 21.5	33	1602	1746	816	292	911	323	527	480	133 293	560	206	328	292	92 181	146	81	129	97
2 MON., 9.00P										120																								
8.00 - 8.30												A 21.4	31	1594	1743	819	245	903	222	412	406	189 415	582	171	270	233	134^260	140^	96^	118^	94^			
8.30 - 9.00												A 24.4	35	1818	1768	840	268	937	248	451	419	173 410	567	162	261	240	124^251	153	101^	111^	86^			
9.00 - 9.30												A 25.5	35	1900	1772	808	272	923	267	462	443	154 365	553	204	314	257	102 198	128	77	168	127			
9.30 - 10.00												A 26.7	38	1989	1743	830	288	946	291	495	471	146 352	539	214	312	256	94 189	130	74	128	106			
10.00 - 10.30												A 27.5	41	2049	1647	832	287	944	297	508	477	149 346	532	207	306	265	92 181	114	61	57^	41^			
10.30 - 11.00												A 27.1	43	2019	1662	850	299	964	296	512	491	151 352	546	210	313	260	99 192	113	52^	39^	24^			
NBC NEWS UPDATE-M-F										87	186	186	A 16.6	25	1237	1870	776	258	853	238	427	408	153 344	603	199	313	307	120 221	155	60	259	172		
1 MON., 9.04P										1	NBC	N	93	93	B 15.9	24	1185	1887	737	250	815	253	421	392	142 319	632	217	347	323	113 222	161	72	279	192
1 TU-F, 8.58P										1																								
2 MTHF, 8.58P										1																								
2 TUE., 9.05P										1																								
2 WED., 9.04P										1																								
NBC NEWS UPDATE-SAT.										18	188	191	A 16.3	28	1214	2020	720	236	778	214	390	388	151 319	660	180	339	358	141 244	156	79^	426	276		
1 SAT., 8.58P										1	NBC	N	93	89	B 16.7	29	1244	2149	743	250	834	275	460	419	132 297	677	247	402	361	108 204	202	97	436	305
2 SAT., 9.28P										1																								

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES												TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11								
EVENING CONT'D																																			
NBC NEWS UPDATE-SUN.										16	194	192	A	18.8	27	1401	1984	784	332	851	244	450	459	143	301	783	277	432	406	155	248	114	46^	236	180
1	SUN.	8.58P	1	NBC N		94	94	B	18.4	27	1371	2049	779	259	840	263	467	444	137	301	781	275	459	418	129	248	158	76	270	184					
2	SUN.	8.45P	1																																
NBC NIGHTLY NEWS-SAT.										16	149	137	A	8.3	16	618	1683	764	251	809	140^	343	338	126^	422	651	153^	286	291	74^	319	80^	36^	143^	111^
	SAT.	6.30P	30	NBC N		81	72	B	8.4	16	626	1670	764	191	823	190	349	329	157	414	645	157	276	263	110	312	69	29	133	80					
NBC NIGHTLY NEWS-SUN.										9	150	137	A	10.3	18	767	1657	657	209	739	167	293	310	142^	384	734	226	383	389	159^	285	50^	22^	134^	71^
1	SUN.	6.30P	30	NBC N		81	77	B	8.4	15	626	1663	700	175	751	181	291	292	140	384	698	179	312	349	130	309	58	24	156	69					
2	SUN.	6.45P	15																																
NBC NIGHTLY NEWS M-F										89	207	208	A	14.5	24	1080	1618	704	229	761	152	311	318	190	385	665	160	309	290	137	306	65	23^	127	98
	M-F	6.30P	30	NBC N		99	99	B	13.3	24	991	1647	731	219	796	182	333	327	180	389	662	168	296	268	132	310	68	28	121	85					
NEWSBREAK-M-F										99	166	166	A	16.2	24	1207	1927	724	268	796	281	441	385	124	278	627	210	366	328	102	212	185	93	319	196
1	MON.	8.57P	2	CBS N		89	90	B	15.9	24	1185	1940	746	274	825	287	460	402	130	295	607	215	343	317	100	211	167	76	341	209					
1	TUWF	8.58P	1																																
1	THU.	9.56P	3																																
2	MTWTF	8.58P	1																																
2	TUE.	9.00P	1																																
NEWSBREAK-SAT.										20	169	169	A	12.0	20	894	1723	719	270	756	215	384	351	124^	303	689	227	368	331	140	262	96^	35^	182	155
1	SAT.	9.58P	1	CBS N		94	94	B	12.9	22	961	1940	765	274	836	264	450	405	130	309	623	204	351	332	106	217	177	88	304	207					
2	SAT.	8.58P	1																																
NEWSBREAK-SUN.										19	180	175	A	24.5	35	1825	1895	770	327	858	280	445	445	127	326	743	262	431	401	88	237	154	73	140	98
1	SUN.	7.58P	1	CBS N		95	95	B	22.0	32	1639	1913	776	321	880	266	456	434	136	329	664	199	352	350	115	240	171	88	198	139					
2	SUN.	8.53P	1																																
ONE DAY AT A TIME WED.										4	180	188	A	17.7	26	1319	1859	774	315	840	303	487	413	117	280	574	174	305	309	89^	208	200	110	245	146
	WED.	9.00P	30	CBS CS		98	98	B	16.9	25	1259	1841	779	291	841	287	471	394	142	295	585	206	329	289	90	191	198	93	217	125					
OSMOND FAMILY SHOW										2		187	A	15.6	24	1162	2052	674	241	771	326	517	394	80^	242	642	293	435	289	86^	166^	233	120^	406	316
2	SUN.	7.00P	60	ABC GV			99	B	16.0	25	1192	2094	708	295	781	300	497	404	109	251	634	268	417	305	95	178	231	109	448	326					
		7.00 - 7.30						A	14.4	23	1073	2025	665	239	753	308	504	399	81^	239	644	296	442	273	91^	174^	219^	120^	409	315					
		7.30 - 8.00						A	16.8	25	1252	2064	677	240	780	339	524	390	76^	241	638	293	430	303	81^	157^	244	120^	402	313					
PAPER CHASE										13		164	A	11.0	19	820	1790	787	303	787	361	585	442	61^	179^	731	303	559	513	50^	135^	187^	92^	85^	66^
2	TUE.	10.00P	60	CBS GD			94	B	12.2	19	909	1689	736	281	816	275	442	400	120	296	615	245	362	338	89	199	115	58	143	84					
		10.00 - 10.30						A	11.3	19	842	1799	771	312	771	343	586	421	61^	172^	725	292	565	509	45^	124^	197^	98^	106^	88^					
		10.30 - 11.00						A	10.7	19	797	1767	799	293^	799	377	580	463	57^	184^	732	315	548	518	54^	143^	175^	85^	61^	38^					
PRO BOWL FOOTBALL GAME(S)																																			
1	MON.	9.00P	93	ABC SE		190	92	A	15.7	26	1170	1685	421	180^	487	168^	288	253	72^	167^	846	364	578	502	126^	189^	186^	53^	166^	112^					
		8.41P	85																																
		9.00 - 9.30						A	18.9	26	1408	1831	461	216	551	227	359	279	62^	159^	817	392	590	522	90^	141^	200	74^	263	194					
		9.30 - 10.00						A	19.3	27	1438	1720	401	191	483	184	294	233	75^	163^	814	375	568	501	103^	162^	214	61^	209	149^					
		10.00 - 10.30						A	17.9	26	1334	1700	418	174^	488	178^	277	263	72^	174^	838	353	573	503	114^	194	196	45^	178^	139^					
		10.30 - 11.00						A	13.6	21	1013	1638	369	167^	434	126^	231^	208^	59^	180^	896	398	627	534	113^	195^	179^	58^	129^	60^					
		11.00 - 11.30						A	13.0	24	969	1655	397	180^	424	127^	250^	242^	63^	151^	963	380	643	533	170^	233^	166^	42^	102^	49^					
		11.30 - 12.00						A	11.7	27	872	1517	468	130^	500	133^	288	283	97^	172^	815	298	498	444	188^	237^	148^	31^	54^	19^					
QUINCY, M.E. (B)																																			
2	WED.	10.00P	60	NBC OP		200	98	A	21.4	37	1594	1730	794	204	865	334	533	522	106^	239	657	252	417	382	102^	180	139^	63^	69^	51^					
		10.00 - 10.30						A	21.1	35	1572	1751	808	200	881	336	548	536	103^	247	657	242	407	386	103^	187	133^	62^	80^	59^					
		10.30 - 11.00						A	21.8	39	1624	1694	775	204	845	329	515	504	107^	232	652	262	423	378	99^	169	140^	63^	57^	40^					

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
															TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL FEM.	TOTAL 6-11					
EVENING CONT'D																																	
QUINCY, M.E.										16	211	A 18.7	30	1393	1805	856	317	916	243	516	504	144	315	594	195	318	289	110	211	155	19	140	110
1	THU.	9.00P	120	NBC	OP			99		B 18.5	29	1378	1805	770	283	853	301	539	490	120	250	622	213	371	361	110	182	166	64	164	131		
		9.00 - 9.30								A 18.3	27	1363	1942	871	318	924	250	520	515	130	322	579	196	326	303	78	189	199	53	240	176		
		9.30 - 10.00								A 18.8	29	1401	1787	860	323	920	230	507	517	144	323	576	174	310	299	96	202	138	24	153	128		
		10.00 - 10.30								A 19.3	33	1438	1791	850	312	914	255	532	505	145	301	625	204	326	290	126	228	140	17	112	94		
		10.30 - 11.00								A 18.6	33	1386	1670	827	305	892	228	495	474	159	314	586	205	303	265	134	221	141	17	51	38		
RIKKI-TIKKI-TAVI(S)										188		A 17.5	29	1304	2365	698	224	750	343	551	454	71	173	554	173	369	367	73	147	194	74	867	510
2	FRI.	8.30P	30	CBS	EA			98																									
RINGLING BROS. CIRCUS(S)										206		A 17.0	25	1267	1755	737	219	799	177	332	323	168	411	630	147	246	240	162	323	107	32	219	122
1	WED.	8.00P	60	NBC	GV			97		A 16.8	25	1252	1719	725	216	784	168	323	318	175	406	624	143	241	236	163	321	98	23	213	108		
		8.00 - 8.30								A 17.2	25	1281	1786	744	218	807	184	337	325	165	413	635	151	251	246	159	321	119	42	225	137		
		8.30 - 9.00																															
ROCKFORD FILES										1	205	A 14.3	26	1065	1786	735	251	791	196	391	425	131	313	756	245	407	407	169	275	79	26	160	130
2	SAT.	9.30P	90	NBC	PD			97		B 14.3	26	1065	1786	735	251	791	196	391	425	131	313	756	245	407	407	169	275	79	26	160	130		
		9.30 - 10.00								A 13.8	24	1028	1817	719	256	782	167	362	408	166	337	751	233	396	396	165	282	76	22	208	168		
		10.00 - 10.30								A 14.6	26	1088	1767	731	248	788	209	393	420	128	311	762	248	410	408	178	279	78	25	139	107		
		10.30 - 11.00								A 14.6	27	1088	1760	744	246	792	206	412	438	102	288	739	247	405	415	164	257	90	30	139	116		
ROCKY(S)										194		A 37.1	53	2764	2082	671	348	809	370	566	466	92	183	780	387	591	495	79	133	260	130	233	181
1	SUN.	8.00P	150	CBS	FF			99		A 32.5	46	2421	2084	665	345	823	373	556	446	86	215	769	354	560	490	81	148	222	101	270	187		
		8.00 - 8.30																															
		8.30 - 9.00								A 34.4	48	2563	2095	661	345	821	377	567	463	96	199	773	368	574	493	86	134	244	114	257	192		
		9.00 - 9.30								A 38.9	55	2898	2109	668	346	793	360	563	464	92	177	791	390	601	498	84	137	281	142	244	194		
		9.30 - 10.00								A 39.8	56	2965	2119	682	361	813	375	580	477	87	169	795	409	608	509	78	127	285	145	226	184		
		10.00 - 10.30								A 39.7	58	2958	2020	681	339	802	363	568	477	101	168	772	402	598	484	71	124	265	142	181	155		
SALVAGE 1										2	190	A 19.6	28	1460	2167	672	283	758	332	522	411	70	182	704	269	470	410	71	175	248	72	457	340
MON.		8.00P	60	ABC	A			97		B 19.6	28	1460	2167	672	283	758	332	522	411	70	182	704	269	470	410	71	175	248	72	457	340		
		8.00 - 8.30								A 18.6	27	1386	2170	684	283	770	321	532	415	74	186	707	258	464	402	69	184	244	72	449	327		
		8.30 - 9.00								A 20.5	29	1527	2169	663	285	750	343	520	410	67	175	700	277	477	418	72	165	253	70	466	353		
60 MINUTES										21	197	A 23.2	35	1728	1809	746	324	827	205	375	398	143	366	789	228	411	395	115	311	107	42	86	56
1	SUN.	7.00P	60	CBS	DN			99		B 24.5	39	1825	1795	755	309	839	230	408	395	134	343	770	235	400	394	140	292	93	36	93	61		
2	SUN.	9.56P	64					99																									
		7.00 - 7.30								A 27.3	43	2034	1817	726	318	796	202	347	402	131	356	825	295	462	436	124	276	109	44	87	65		
		7.30 - 8.00								A 29.8	44	2220	1759	713	302	799	225	357	392	126	350	788	269	442	433	111	260	100	46	72	51		
		10.00 - 10.30								A 17.4	25	1296	1835	786	341	863	182	391	382	158	391	745	137	330	316	101	378	125	46	102	58		
		10.30 - 11.00								A 18.8	29	1401	1858	774	353	871	185	407	412	165	379	806	162	379	366	130	382	90	25	91	39		
SOAP										18	188	A 20.1	31	1497	1827	706	334	793	378	568	471	99	154	561	298	409	321	77	112	249	154	224	138
THU.		9.30P	30	ABC	CS			98		B 21.5	34	1602	1899	743	333	830	430	625	494	76	142	641	355	488	383	67	110	240	135	188	129		
SPIDER-MAN(S)										183		A 16.2	24	1207	1876	664	314	698	293	405	368	58	238	527	146	249	289	64	182	160	40	491	272
2	WED.	8.00P	60	CBS	SF			93																									
		8.00 - 8.30								A 15.6	23	1162	1908	680	321	711	294	397	366	63	257	559	159	273	300	68	190	161	37	477	263		
		8.30 - 9.00								A 16.7	25	1244	1848	649	304	684	294	414	372	51	216	499	137	231	277	60	174	159	43	506	282		
STARSKY AND HUTCH										18	195	A 19.4	33	1445	1729	715	298	783	323	538	477	86	157	612	306	415	347	89	142	215	118	119	95
TUE.		10.00P	60	ABC	OP			98		B 18.8	31	1401	1761	728	305	814	382	585	485	72	155	599	296	420	340	81	134	211	106	137	102		
		10.00 - 10.30								A 20.2	34	1505	1750	719	305	787	325	535	473	89	162	613	303	413	345	85	140	216	116	134	108		
		10.30 - 11.00								A 18.5	32	1378	1707	709	288	778	319	537	483	86	154	614	314	419	350	92	145	213	122	102	78		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1979 REPORT

PROGRAM NAME						I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)				
													TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11			
EVENING CONT'D																													
SUPERTRAIN						1	199	A	21.8	32	1624	1886	723	270	802	264	472	475	104^242	739	241	466	470	111^186	117^21	228	158		
2 WED.							96	B	21.8	32	1624	1886	723	270	802	264	472	475	104 242	739	241	466	470	111 186	117 21	228	158		
8.00 - 8.30								A	21.7	32	1617	1962	703	267	799	263	461	456	98^253	788	264	494	496	106^188	126^22	249	168		
8.30 - 9.00								A	21.4	32	1594	1917	740	278	820	270	502	491	92^237	713	228	452	458	96^175	126^16	258	178		
9.00 - 9.30								A	22.1	33	1646	1844	724	274	798	267	466	472	114^234	720	236	458	463	113^185	113^23	213	153		
9.30 - 10.00								A	21.9	33	1632	1826	725	260	793	252	455	482	113^245	739	237	458	460	130^204	106^26	188	138^		
SWEEPSTAKES						3	208	A	11.6	20	864	1769	744	260	782	234	492	473	90^210	564	177	310	308	108^185	232	71^	191	148	
FRI.							98	B	12.1	21	901	1769	762	237	812	242	471	465	120 253	585	182	322	321	106 192	197	73	175	134	
10.00 - 10.30								A	11.6	20	864	1789	752	264	785	236	492	474	89^209	581	180	318	318	108^188	223	65^	200	153	
10.30 - 11.00								A	11.5	20	857	1744	736	256	778	231	492	473	92^212	544	171	298	296	110^185	241	75^	181	143^	
TAXI						17	199	A	25.3	39	1885	1849	756	314	829	342	553	475	94 204	560	249	362	323	76 152	222	126	238	197	
TUE.							99	B	24.9	38	1855	1886	742	312	833	392	590	469	87 181	573	277	398	332	74 132	241	131	239	173	
THREE'S COMPANY						18	203	A	30.5	46	2272	2016	768	309	832	336	544	452	108 219	563	252	357	304	77 158	275	158	346	247	
TUE.							99	B	29.7	44	2213	2018	762	315	853	399	593	472	95 193	569	270	389	320	73 134	270	152	326	234	
TURNABOUT						3	202	A	14.5	24	1080	1803	713	259	779	262	482	477	109^229	519	173	301	267	68^182	172	83^	333	259	
FRI.							98	B	15.0	25	1118	1900	764	231	845	268	483	486	143 277	558	191	315	253	82 207	161	86	336	254	
VEGA\$						17	194	A	21.5	37	1602	1708	730	275	805	323	528	470	101 186	620	273	400	324	104 159	198	123	85	76^	
WED.							99	B	20.5	34	1527	1752	746	296	827	326	536	486	108 210	615	244	377	323	108 178	184	104	126	101	
10.00 - 10.30								A	21.7	37	1617	1724	729	275	802	328	529	453	104 192	604	269	390	313	102 156	200	128	118	108	
10.30 - 11.00								A	21.3	38	1587	1682	730	275	806	318	525	481	97 183	631	274	406	335	106 161	195	118	50^	43^	
WALTONS						17	194	A	18.5	27	1378	2021	942	303	995	279	481	433	170^455	629	133^	279	280	140^302	119^65^	278	183		
2 THU.							99	B	19.4	31	1445	1847	850	272	938	234	390	369	180 473	591	155	230	247	133 298	101	56	217	118	
8.00 - 8.30								A	16.9	25	1259	1970	939	302	994	246	465	430	181^474	618	116^	260	278	142^305	116^58^	242	143^		
8.30 - 9.00								A	20.2	30	1505	2048	938	300	989	305	490	432	160^438	635	148^	291	282	136^297	119^70^	305	215		
WEDNESDAY MOVIE OF-WEEK						17	203	A	12.5	20	931	1702	618	221^	629	256^	356	298	89^215^	649	308	405	288	87^167^	270	63^	154^	91^	
1 WED.							99	B	16.4	26	1222	1809	720	258	789	309	494	434	110 228	696	291	454	393	99 184	163	71	161	106	
9.00 - 9.30								A	13.3	20	991	1749	576	223^	598	210^	305	262	95^231^	698	329	416	308	94^189^	244^79^	209^	129^		
9.30 - 10.00								A	12.0	18	894	1752	618	195^	627	289	360	291	91^205^	698	347	437	317	79^162^	279	78	148^	85^	
10.00 - 10.30								A	12.2	21	909	1646	612	203^	626	269^	369	290	70^207^	598	293	389	248^	76^150^	286	56^	136^	87^	
10.30 - 11.00								A	12.3	22	916	1681	674	264^	676	267^	403	348	100^221^	616	273	390	283	96^170^	274	41^	115^	60^	
WEEKEND						4	200	A	11.9	19	887	1756	779	332	832	332	516	493	146^232^	762	372	516	402	158^183^	96^41^	66^	66^		
2 SUN.							98	B	10.3	17	767	1746	740	233	791	272	450	442	150 260	838	375	560	455	152 212	76	13	41	33	
WELCOME BACK, KOTTER						2	188	A	14.7	25	1095	2029	686	272	753	311	502	432	86^191	621	272	424	357	75^144	276	134	379	308	
SAT.							96	B	14.7	25	1095	2029	686	272	753	311	502	432	86 191	621	272	424	357	75 144	276	134	379	308	
WHAT'S HAPPENING						1	199	A	17.4	28	1296	2078	793	300	888	331	499	445	114^322	678	260	414	345	118^210	197	106^	315	249	
2 FRI.							99	B	17.4	28	1296	2078	793	300	888	331	499	445	114 322	678	260	414	345	118 210	197	106	315	249	
WHITE SHADOW						4	189	A	14.5	25	1080	1870	756	313	810	234	406	365	151^333	662	230	346	301	97^267	82^21^	316	265		
2 SAT.							98	B	16.0	26	1192	1967	733	308	800	245	444	405	138 281	657	220	368	348	122 224	182	58	328	241	
8.00 - 8.30								A	14.2	24	1058	1876	758	314	813	227^	394	355	159^340	666	223^	336	291	105^279	71^19^	326	277		
8.30 - 9.00								A	14.9	25	1110	1841	748	309	799	235	414	370	139^322	648	234	349	308	86^252	91^21^	303	252		
WKRP IN CINCINNATI						4	190	A	20.4	29	1520	1982	757	335	831	367	541	452	119 214	640	277	420	373	111 184	228	135	283	184	
1 MON.							98	B	21.8	32	1624	1927	788	327	840	363	549	459	108 215	644	270	416	380	104 179	224	112	219	142	
2 MON.																													

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1979 REPORT

PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE % (0.000)	TOTAL PERSONS OF (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 8-11								
													TOTAL	18- 34	WOMEN 18- 49 25- 54			55- 64	55+ 	TOTAL	18- 34	MEN 18- 49 25- 54			55- 64	55+ 							
EVENING CONT'D																																	
WOMEN IN WHITE PART I(S)						201		A	15.3	25	1140	1753	750	357	850	296	459	507	177	259	536	212	333	310	46	116	143	62	224	182			
2 THU. 9.00P 120 NBC GD						99																											
9.00 - 9.30								A	15.6	24	1162	1952	727	378	840	322	461	461	174	264	537	234	314	283	57	127	236	92	339	292			
9.30 - 10.00								A	16.0	25	1192	1841	747	369	854	313	486	499	180	254	503	210	312	291	44	105	177	93	307	243			
10.00 - 10.30								A	14.7	24	1095	1651	758	339	849	279	439	523	174	260	586	223	382	358	40	117	84	27	132	100			
10.30 - 11.00								A	15.1	26	1125	1508	749	335	833	264	439	535	177	248	511	176	321	304	43	115	68	32	96	73			
WONDER WOMAN						14	193	A	15.9	26	1185	1969	740	221	799	295	435	386	140	299	642	205	351	349	112	214	154	52	374	228			
1 FRI. 8.00P 60 CBS SF						96		B	16.4	28	1222	2094	697	240	766	286	454	405	121	253	649	228	398	373	103	197	175	70	504	314			
8.00 - 8.30								A	14.0	23	1043	1950	747	230	805	259	419	388	140	323	688	230	386	361	109	224	149	55	308	179			
8.30 - 9.00								A	17.8	30	1326	1977	733	213	793	322	445	382	140	283	601	184	321	338	113	203	156	50	427	266			
WONDERFUL WORLD OF DISNEY						17	212	A	16.7	26	1244	2005	713	195	770	262	469	407	138	251	647	222	389	361	166	214	115	49	473	278			
SUN. 7.00P 60 NBC FV						99	99	B	18.1	29	1348	2236	681	217	752	278	459	402	112	240	693	282	452	404	90	179	221	103	570	359			
7.00 - 7.30								A	15.8	25	1177	1998	695	178	750	242	444	392	134	254	649	217	389	367	170	214	108	48	491	285			
7.30 - 8.00								A	17.7	26	1319	1993	726	208	782	277	487	418	144	248	638	224	385	353	161	211	119	50	454	269			
*LATE FRINGE																																	
ABC NEWS CLOSEUP(S)						176		A	7.8	26	581	1370	579	255	670	305	408	403	23	154	501	226	397	315	60	104	157	79	42	42			
1 TUE. 11.30P 34 ABC DN						94																											
ABC WEEKEND REPORT-SAT.						18	151	A	8.5	17	633	1711	760	343	844	347	582	488	73	207	589	288	396	344	60	144	99	86	179	142			
SAT. 11.00P 15 ABC N						85	88	B	7.9	16	589	1690	745	271	814	297	519	453	100	231	622	235	395	350	91	166	128	70	126	99			
ABC WEEKEND REPORT-SUN.						18	151	A	7.5	18	559	1726	877	178	894	489	715	510	95	145	609	404	494	268	29	93	156	83	67	67			
1 SUN. 11.24P 15 ABC N						91	90	B	6.6	15	492	1573	750	270	815	349	571	480	82	179	607	283	442	345	57	121	98	38	53	45			
2 SUN. 11.00P 15																																	
BARETTA-11:30PM						18	144	A	5.7	17	425	1544	772	299	794	309	537	504	44	173	508	223	288	188	87	186	209	141	33	33			
FRI. 11.30P 65 ABC OP						88	88	B	5.7	18	425	1461	654	261	726	304	478	422	58	160	528	214	377	321	73	111	134	63	73	67			
11.30 - 12.00								A	6.3	17	469	1629	792	347	836	332	559	520	58	184	539	243	321	220	107	185	215	147	39	39			
12.00 - 12.30								A	5.3	16	395	1481	752	246	752	278	514	486	35	164	475	207	258	148	74	188	223	149	31	31			
CBS SUNDAY NEWS-BRADLEY						17	130	A	9.1	18	678	1667	646	292	711	235	386	340	158	276	813	275	463	429	151	293	65	31	78	36			
SUN. 11.00P 15 CBS N						76	77	B	7.9	17	589	1574	698	255	767	200	391	410	143	294	686	214	371	361	124	242	63	30	58	33			
CHINA & AMERICA:NEW BEGS2(S)						176		A	6.0	19	447	1653	728	262	772	174	382	428	124	288	601	243	405	313	86	173	224	179	56	56			
1 WED. 11.30P 30 ABC N						95																											
DIARY OF A YOUNG COMIC(S)						211		A	9.1	26	678	1532	515	193	612	195	419	361	78	169	710	393	530	438	97	173	158	135	52	52			
1 SAT. 11.30P 78 NBC CV						99																											
11.30 - 12.00								A	11.3	29	842	1576	521	206	635	212	432	383	92	169	728	370	523	440	121	190	177	130	36	36			
12.00 - 12.30								A	8.4	25	626	1441	485	176	558	173	369	326	76	170	667	396	509	425	88	158	140	140	76	76			
LATE MOVIE I						88	164	A	8.1	28	603	1454	684	295	743	276	509	436	106	192	612	239	405	338	99	152	78	18	21	18			
1 M & W 11.30P 69 CBS FF						92	92	B	7.4	26	551	1410	644	232	711	254	454	416	96	188	570	234	379	333	79	133	96	34	33	18			
TUE. 11.30P 70																																	
1 THU. 11.30P 27																																	
FRI. 11.30P 72																																	
2 MON. 11.30P 67																																	
2 WED. 11.30P 68																																	
2 THU. 11.30P 28																																	
CONT'D																																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
																WOMEN		MEN		TEENS (12-17)		CHILDREN (2-11)											
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11						
LATE FRINGE CONT'D																																	
LATE MOVIE I-CONT'D																																	
		11.30 - 12.00							A	8.7	26	648	1503	703	285	763	279	517	450	117	201	622	236	406	346	101	159	91^	28^	27^	21^		
		12.00 - 12.30							A	7.7	29	574	1415	672	309	727	273	515	433	93^	178	615	249	407	335	100^	151	59^	9^	14^	14^		
LATE MOVIE II																																	
		1 MON.	12.42A	43	CBS	FF	92	92	A	5.0	27	373	1282	620	301	673	273	445	394	93^	174	529	250	405	325	61^	80^	80^	16^	LT	LT		
		1 TUE.	12.43A	44					B	4.9	27	365	1288	593	238	663	271	440	387	82	161	522	253	394	324	61	83	83	37	20	LT		
		1 WED.	12.42A	44																													
		1 THU.	12.07A	53																													
		1 FRI.	12.45A	43																													
		2 MON.	12.42A	38																													
		2 WED.	12.42A	42																													
		12.00 - 12.30							A	6.4	25	477	1373	692	261	717	218^	453	475	114^	179^	635	295	501	377	63^	78^	21^	21^	LT	LT		
		12.30 - 1.00							A	5.5	28	410	1337	684	322	720	217^	490	503	86^	142^	617	337	520	380	56^	69^	LT	LT	LT	LT		
		1.00 - 1.30							A	4.6	28	343	1259	608	303	669	319	457	370	94^	175^	467	204	350	306	64^	76^	123^	21^	LT	LT		
MANNIX-WED.																																	
		1 WED.	1.08A	41	ABC	OP	93	93	A	3.9	27	291	1265	714	264^	815	340^	598	471	86^	186^	341^	176^	290^	262^	24^	51^	109^	89^	LT	LT		
		2 WED.	12.37A	48					B	4.5	28	335	1281	690	240	752	285	550	479	53	138	414	218	329	229	41	62	112	82	LT	LT		
		12.30 - 1.00							A	4.1	23	305	1393	944	279^	1046	351^	847	588^	81^	199^	246^	223^	246^	161^	LT	LT	101^	101^	LT	LT		
		1.00 - 1.30							A	3.9	28	291	1265	721	274^	828	360^	598	475	86^	193^	333^	161^	272^	272^	24^	61^	104^	83^	LT	LT		
MANNIX-THURS.																																	
		1 THU.	12.37A	38	ABC	OP	93	93	A	3.6	21	268	1306	503	223^	641	209^	489	403^	19^	119^	455^	209^	358^	283^	93^	97^	139^	101^	71^	37^		
									B	4.5	25	335	1158	515	229	628	195	449	415	24	126	422	161	331	297	47	57	73	29	35	24		
2 THU.																																	
		12.30 - 1.00							A	3.6	19	268	1489	533	197^	637	182^	481	403^	20^	119^	564	285^	460^	363^	93^	104^	157^	112^	131^	68^		
		1.00 - 1.30							A	3.4	22	253	1257	391^	281^	676^	210^	621^	474^	LT	55^	458^	169^	335^	289^	123^	123^	123^	75^	LT	LT		
MIDNIGHT SPECIAL																																	
		FRI.	1.00A	90	NBC	PC	98	98	A	4.3	26	320	1044	394	235^	469	244^	366^	317^	49^	77^	404	273^	279^	241^	81^	81^	171^	84^	LT	LT		
		1.00 - 1.30							B	3.6	23	268	1252	507	219	609	334	450	319	57	101	424	290	364	242	37	41	193	108	26	26		
		1.30 - 2.00							A	5.4	26	402	1239	540	314	679	299^	504	468	75^	117^	428	212^	229^	292^	92^	92^	132^	60^	LT	LT		
		2.00 - 2.30							A	4.1	25	305	928	324^	164^	360^	190^	291^	236^	46^	69^	403^	340^	340^	282^	63^	63^	165^	63^	LT	LT		
									A	3.7	29	276	779	221^	163^	228^	195^	195^	141^	LT	33^	322^	249^	249^	101^	101^	73^	73^	229^	138^	LT	LT	
NBC LATE NIGHT MOVIE																																	
		1 SUN.	11.30P	117	NBC	FF	63	62	A	3.1	14	231	1152	334^	194^	394^	164^	290^	238^	87^	100^	558	294^	424^	256^	104^	104^	200^	LT	LT	LT		
		2 SUN.	11.30P	125					B	2.7	14	201	1303	490	162	577	202	360	324	61	147	582	258	450	360	76	106	108	46	36	36		
		11.30 - 12.00							A	3.7	12	276	1377	416^	174^	521	214^	354^	283^	104^	151^	692	384^	558	298^	101^	101^	164^	LT	LT	LT		
		12.00 - 12.30							A	3.4	14	253	1178	324^	217^	407^	185^	293^	210^	114^	114^	550	207^	411^	317^	107^	107^	221^	LT	LT	LT		
		12.30 - 1.00							A	2.8	15	209	1172	349^	248^	397^	158^	325^	278^	72^	72^	502^	277^	335^	201^	134^	134^	273^	LT	LT	LT		
		1.00 - 1.30							A	2.5	16	186	898	226^	162^	226^	102^	183^	183^	43^	43^	494^	322^	387^	205^	80^	80^	178^	LT	LT	LT		
NBC NEWS SPECIAL(S)																																	
		1 MON.	11.30P	30	NBC	N	99		A	10.3	29	767	1502	887	305^	923	254^	516	509	138^	340	563	241^	395	289^	33^	136^	16^	LT	LT	LT		
POLICE STORY-MON.																																	
		2 MON.	11.30P	65	ABC	OP	95		A	6.3	23	469	1318	585	188^	674	214^	432^	319^	41^	203^	612	324^	435^	169^	160^	177^	32^	32^	LT	LT		
		11.30 - 12.00							B	7.0	24	522	1362	607	218	684	225	448	415	56	157	551	236	380	297	116	130	102	71	25	25		
		12.00 - 12.30							A	7.0	22	522	1471	609	199^	728	210^	500	393^	40^	190^	682	353^	463^	184^	184^	219^	61^	61^	LT	LT		
									A	5.8	23	432	1197	567	169^	618	212^	366^	259^	40^	206^	579	320^	424^	146^	155^	155^	LT	LT	LT	LT		
POLICE WOMAN																																	
		1 WED.	12.00M	68	ABC	OP	94	95	A	5.5	23	410	1459	751	148^	788	236^	483	444	72^	229^	536	270^	411	297^	88^	118^	135^	100^	LT	LT		
		2 WED.	11.30P	67					B	6.9	25	514	1403	675	220	739	240	459	440	77	190	542	232	357	274	80	130	93	44	29	19		
		11.30 - 12.00							A	7.1	23	529	1406	733	172^	794	205^	486	436^	71^	234^	531	228^	347^	241^	144^	158^	81^	54^	LT	LT		
CONT'D																																	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	TOTAL PERSONS (2+)	LADY OF HOUSE WOM.	WORK-ING WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11						
WEEKDAY DAYTIME CONT'D																																	
ANOTHER WORLD-CONT'D																																	
M-F		3.00P	60	NBC	DD	99	99	B	7.7	25	574	1248	787	140	869	257	439	423	138	352	214	57	95	86	36	102	64	44	101	49			
		3.00 - 3.30						A	8.3	26	618	1277	789	147	866	265	434	436	116	352	234	70	95	102	51	119	64	59	113	40			
		3.30 - 4.00						A	8.8	25	656	1279	774	148	864	240	414	406	127	380	218	57	80	86	45	117	71	66	126	49			
AS THE WORLD TURNS																																	
M-F		1.30P	60	CBS	DD	99	99	A	8.6	28	641	1285	874	135	963	230	454	392	138	451	203	29	79	72	36	115	26	17	93	28			
		1.30 - 2.00						B	8.1	29	603	1275	878	137	962	228	471	429	143	423	208	39	88	78	28	111	42	29	63	22			
		2.00 - 2.30						A	8.1	26	603	1280	878	128	964	240	455	379	146	462	208	32	84	73	36	115	16	8	92	29			
								A	9.2	30	685	1270	858	136	949	221	446	395	129	437	194	28	72	69	35	111	31	22	96	31			
CAPTAIN KANGAROO																																	
M-F		8.00A	60	CBS	C	99	99	A	3.7	19	276	1808	416	47	441	224	329	285	29	80	144	40	54	58	LT	68	84	37	1139	345			
		8.00 - 8.30						B	3.3	19	246	1615	422	57	436	189	305	258	46	107	168	45	78	72	19	77	78	36	933	243			
		8.30 - 9.00						A	3.3	18	246	1862	413	56	438	203	317	298	28	80	145	39	48	61	LT	69	95	45	1184	383			
								A	4.1	21	305	1748	409	33	435	240	331	269	34	82	144	42	61	60	LT	65	67	23	1102	312			
CARD SHARKS																																	
1 TU-F		10.00A	30	NBC	QG	83	83	A	5.0	23	373	1169	670	105	751	187	313	260	128	392	314	32	80	72	59	226	32	LT	72	30			
2 M-F		10.00A	30					B	4.4	22	328	1248	709	141	769	170	332	320	126	372	344	46	92	99	64	220	39	18	96	52			
CBS MID-DAY NEWS-EDWARDS																																	
M-F		11.54A	6	CBS	N	86	88	A	6.4	24	477	1323	853	123	895	291	509	427	119	336	175	58	76	86	15	81	46	34	207	70			
								B	5.7	24	425	1264	812	134	883	287	478	415	130	343	183	54	77	68	25	91	58	50	140	45			
CHINA & AMERICA:NEW BEGS1(S)																																	
1 MON.		10.00A	33	ABC	N	92		A	3.8	17	283	1064	640	159	746	212	361	371	123	248	230	145	145	LT	45	82	25	25	63	LT			
DAYS OF OUR LIVES																																	
M-F		1.30P	60	NBC	DD	99	99	A	8.0	26	596	1300	810	93	858	220	366	380	151	409	264	72	128	120	65	121	58	26	120	48			
		1.30 - 2.00						B	6.9	25	514	1259	795	135	869	254	393	392	156	399	246	62	110	92	61	127	44	27	100	44			
		2.00 - 2.30						A	7.6	25	566	1318	813	104	862	210	353	367	160	431	279	73	133	122	70	131	65	22	112	40			
								A	8.4	27	626	1272	801	83	846	222	374	389	143	388	245	68	122	115	61	111	53	32	128	53			
DOCTORS																																	
M-F		2.30P	30	NBC	DD	97	97	A	7.6	24	566	1281	809	131	860	271	414	417	121	366	246	80	121	123	50	105	69	59	106	37			
								B	6.4	23	477	1217	792	128	871	269	410	404	148	387	216	58	98	89	49	106	54	42	76	34			
EDGE OF NIGHT																																	
M-F		4.00P	30	ABC	DD	86	87	A	6.3	18	469	1373	735	209	881	356	525	411	121	303	156	60	71	62	19	69	157	136	179	107			
								B	6.0	18	447	1392	773	178	904	363	551	450	106	299	187	68	83	58	36	86	134	90	167	90			
FAMILY FEUD																																	
M-F		11.30A	30	ABC	QP	98	99	A	8.8	33	656	1384	704	113	800	334	485	387	123	240	328	146	164	92	75	139	99	79	157	73			
								B	7.8	33	581	1418	716	145	820	338	512	390	103	244	330	127	170	119	61	136	97	60	171	77			
GENERAL HOSPITAL																																	
M-F		3.00P	60	ABC	DD	98	98	A	10.0	30	745	1268	764	118	871	422	557	400	111	234	140	57	83	72	22	36	146	140	111	83			
		3.00 - 3.30						B	8.9	29	663	1304	806	148	929	446	603	450	105	260	144	49	70	63	25	57	115	98	116	65			
		3.30 - 4.00						A	9.6	30	715	1252	782	122	881	439	573	411	114	226	153	63	89	84	25	38	126	122	92	71			
								A	10.4	30	775	1267	750	115	863	407	541	391	108	241	122	51	72	60	19	32	160	155	122	91			
GOOD MORNING, AMERICA-730																																	
M-F		7.30A	30	ABC	N	98	98	A	3.3	21	246	1252	780	248	837	244	472	463	163	268	273	89	134	143	36	98	45	LT	97	61			
								B	3.0	20	224	1347	778	253	816	272	482	485	121	214	320	93	164	191	36	98	63	LT	148	76			
GOOD MORNING, AMERICA-830																																	
M-F		8.30A	30	ABC	N	96	96	A	4.8	25	358	1176	745	168	807	234	443	402	171	303	285	61	128	120	55	151	45	23	39	25			
								B	4.2	23	313	1261	748	161	801	250	441	432	126	271	337	101	155	153	41	145	48	22	75	36			
GUIDING LIGHT																																	
M-F		2.30P	60	CBS	DD	99	99	A	8.6	27	641	1337	835	113	922	218	450	381	129	410	229	36	98	87	45	123	73	61	113	49			
		2.30 - 3.00						B	8.0	28	596	1291	844	114	923	218	470	415	147	383	206	46	95	76	37	102	82	60	80	36			
		3.00 - 3.30						A	8.6	28	641	1287	832	112	911	199	428	377	137	422	207	25	80	77	39	120	55	46	114	47			
								A	8.7	27	648	1350	825	109	918	233	463	376	120	394	236	40	106	89	50	123	90	73	106	48			

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES														TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 0-11					
													TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34			18-49	25-54	55-64	55+	
WEEKDAY DAYTIME CONT'D																																	
HAPPY DAYS M-F 11.00A 30 ABC CS 88 173 175 A 6.0 25 447 1463 571 136 657 325 457 351 94^145 358 226 256 127^ 29^ 76^ 150 107^ 298 159																																	
M-F 11.00A 30 NBC QG 87 193 193 A 6.0 25 447 1456 576 146 661 322 483 349 68 134 288 156 205 134 22 56 194 120 313 147																																	
HIGH ROLLERS M-F 11.00A 30 NBC QG 87 193 193 A 6.0 25 447 1266 729 105^ 810 128^ 265 262 164 478 360 56^ 108^ 99^ 117^243 22^ 13^ 74^ 22^																																	
M-F 11.00A 30 NBC QG 87 193 193 B 5.4 25 402 1231 732 125 812 145 301 295 160 437 334 55 108 96 85 209 37 18 48 20																																	
HOLLYWOOD SQUARES M-F 1.00P 30 NBC QP 81 162 162 A 5.4 18 402 1413 850 134^ 888 172 336 356 135^484 330 91^ 133^ 88^ 66^187 49^ 22^ 146^ 50^																																	
M-F 1.00P 30 NBC QP 81 162 162 B 4.2 16 313 1301 757 113 808 169 327 328 126 419 334 78 126 100 72 189 49 23 110 52																																	
JEOPARDY M-F 12.00N 30 NBC QG 25 173 173 A 4.6 16 343 1542 740 166^ 805 119^ 283 305 128^438 404 82^ 145^111^ 76^244 93^ 14^ 240 90^																																	
M-F 12.00N 30 NBC QG 25 173 173 B 4.4 15 328 1465 748 135 816 125 300 328 120 426 398 68 133 111 64 243 80 21 171 71																																	
LOVE OF LIFE M-F 11.30A 24 CBS DD 87 182 181 A 6.6 25 492 1274 819 124 861 320 523 427 110^298 164 36^ 58^ 72^ 11^ 86^ 56^ 36^ 193 59^																																	
M-F 11.30A 24 CBS DD 87 182 181 B 5.9 26 440 1282 828 133 895 327 517 429 119 326 182 54 78 71 22 87 62 48 143 43																																	
MAGAZINE(S) 1 THU. 10.30A 60 CBS DN 181 95 A 5.9 25 440 1382 705 107^ 730 249^ 412^380^ 114^255^ 279^158^ 158^ 88^ 18^ 97^ 72^ 13^ 301^ 30^																																	
10.30 - 11.00 A 5.8 25 432 1491 699 146^ 750 270^ 399^347^ 118^292^ 319^167^ 167^122^ 18^101^ 39^ LT 383^ 58^																																	
11.00 - 11.30 A 6.0 26 447 1262 704 65^ 704 221^ 418^408^ 108^218^ 235^145^ 145^ 56^ 15^ 90^ 104^ 27^ 219^ LT																																	
M*A*S*H M-F 3.30P 30 CBS CS 87 186 187 A 9.0 26 671 1468 607 104 692 246 376 282 78^250 382 137 205 152 49^149 204 116 190 102																																	
M-F 3.30P 30 CBS CS 87 186 187 B 7.6 24 566 1439 615 101 691 245 413 332 86 216 353 148 210 150 40 114 216 104 179 110																																	
MATCH GAME '79 1 MTUWF 4.00P 30 CBS QP 79 136 136 A 5.7 16 425 1391 703 129^ 715 139^ 285 265 146 378 334 57^ 105^106^ 71^202 144 59^ 198 100^																																	
1 MTUWF 4.00P 30 CBS QP 79 136 136 B 4.7 14 350 1378 713 117 756 187 339 310 130 357 330 84 124 109 47 187 113 49 179 95																																	
2 M-F 4.00P 30																																	
MORNING MON-FRI 10 174 179 A 2.7 18 201 1448 647 193^ 707 245^ 404 368 110^274^ 423 79^ 178^225^ 98^184^ 25^ LT 293^ 124^																																	
M-F 7.15A 45 CBS N 97 98 B 2.7 18 201 1448 647 193 707 245 404 368 110 274 423 79 178 225 98 184 25 LT 293 124																																	
7.30 - 8.00 A 2.7 17 201 1507 681 189^ 726 259^ 432 392 90^259^ 432 79^ 183^229^ 99^188^ 30^ LT 319 125^																																	
ONE LIFE TO LIVE 86 194 194 A 8.9 29 663 1234 774 147 884 464 617 441 97 199 184 76^ 102 82^ 35^ 56^ 110 98 56^ 38^																																	
M-F 2.00P 60 ABC DD 99 99 B 8.1 29 603 1321 838 154 955 499 668 501 93 223 186 74 96 81 31 67 88 72 92 42																																	
2.00 - 2.30 A 8.6 28 641 1237 762 157 886 478 631 443 89^188 188 77^ 104 89^ 33^ 57^ 108 99 55^ 38^																																	
2.30 - 3.00 A 9.2 30 685 1220 785 136 882 452 602 438 109 211 179 77^ 101 79^ 35^ 54^ 105 93 54^ 35^																																	
PASSWORD PLUS 25 172 172 A 5.3 18 395 1420 737 174 813 137^ 294 309 134^433 415 64^ 124^100^ 64^279 65^ 35^ 127^ 48^																																	
M-F 12.30P 30 NBC QG 82 82 B 5.1 17 380 1408 721 143 805 138 293 317 114 417 437 60 129 114 62 292 59 29 107 50																																	
PRICE IS RIGHT 1 83 174 175 A 6.9 30 514 1558 790 128 841 302 452 391 78^329 296 51^ 102^120 36^159 62^ 38^ 359 91^																																	
1 MON. 10.32A 28 CBS AP 92 90 B 6.1 30 454 1513 731 118 796 301 447 380 80 292 325 89 150 144 42 148 70 44 322 124																																	
1 TUWF 10.30A 30																																	
2 M-F 10.30A 30																																	
PRICE IS RIGHT 2 81 175 176 A 7.9 32 589 1452 806 110 848 286 444 376 87^351 266 36^ 86^114 26^151 50^ 28^ 288 47^																																	
1 MTUWF 11.00A 30 CBS AP 88 90 B 6.7 32 499 1449 763 129 830 296 448 381 84 320 297 64 125 118 42 156 63 38 259 95																																	
2 M-F 11.00A 30																																	
RAZZMATAZZ(S) 182 A 6.1 18 454 1793 702 177^ 827 203^ 364^278^ 98^403^ 511^ 87^ 139^ 95^ 70^345^ 187^122^ 268^ 129^																																	
1 THU. 4.00P 30 CBS DN 95																																	
RYAN'S HOPE 89 182 182 A 8.0 27 596 1186 779 141 872 436 622 495 101^160 123 36^ 62^ 67^ 19^ 42^ 105 84^ 86^ 40^																																	
M-F 12.30P 30 ABC DD 96 96 B 7.4 28 551 1384 849 162 954 480 688 519 82 182 221 84 124 105 30 65 89 67 120 53																																	
SEARCH FOR TOMORROW 87 184 183 A 8.5 29 633 1340 819 149 895 289 508 411 126 342 229 56^ 114 109 13^ 96 54^ 49^ 162 48^																																	
M-F 12.30P 30 CBS DD 96 96 B 7.6 30 566 1319 842 152 913 306 517 433 129 343 231 57 102 85 29 121 54 44 121 38																																	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2		AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11											
															TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+												
WEEKEND DAYTIME CONT'D																																						
BING CROSBY-PRO AM-SUN(S)															188	A	9.4	20	700	1794	708	191^	732	149^	271^	294^	147^	406	924	264^	438	433	170^	391	67^	24^	71^	53^
1 SUN. 4.30P 150 CBS SE															98																							
4.30 - 5.00																A	7.8	19	581	1632	540	117^	565	59^	168^	177^	162^	368^	904	225^	457	408^	143^	388^	90^	25^	73^	73^
5.00 - 5.30																A	8.0	19	596	1673	584	109^	610	93^	174^	182^	134^	393^	931	258^	407^	386^	154^	442	86^	26^	46^	46^
5.30 - 6.00																A	7.8	17	581	1761	672	161^	687	99^	201^	242^	162^	422	955	245^	414^	428	186^	442	74^	30^	45^	45^
6.00 - 6.30																A	10.4	21	775	1898	805	228^	808	172^	317	360	143^	412	987	303^	482	503	192^	384	47^	18^	56^	28^
6.30 - 7.00																A	12.9	23	961	1917	833	277	879	249^	398	422	141^	417	870	268	427	425	171^	341	57^	24^	111^	74^
BUFORD &-GALLOPING GHOST															2 180 179	A	6.7	24	499	1699	331	101^	377	246^	348	224^	15^	29^	329	153^	275	175^	29^	54^	295	203^	698	445
SAT. 12.00N 30 NBC CA															92 91	B	6.7	24	499	1699	331	101	377	246	348	224	15	29	329	153	275	175	29	54	295	203	698	445
BUGS BUNNY/ROAD RUNNER 1															20 197 196	A	8.6	36	641	1680	268	180^	338	173^	249	196	52^	63^	331	198	289	218	14^	42^	136^	51^	875	530
SAT. 9.00A 30 CBS CA															99 99	B	8.0	35	596	1706	287	116	331	186	252	160	34	60	279	162	214	148	17	44	192	81	904	527
BUGS BUNNY/ROAD RUNNER 2															20 197 196	A	10.6	39	790	1633	279	168	326	183	245	179	43^	62^	351	206	307	204	17^	44^	156^	76^	800	445
SAT. 9.30A 30 CBS CA															99 99	B	10.0	39	745	1685	302	109	344	192	272	174	29	59	282	164	226	153	20	41	214	98	845	492
BUGS BUNNY/ROAD RUNNER 3															20 197 196	A	10.8	38	805	1688	276	125^	331	195	250	168	43^	71^	380	235	336	184	17^	44^	233	130^	744	430
SAT. 10.00A 30 CBS CA															99 99	B	10.4	39	775	1701	307	124	360	209	287	177	26	54	306	177	234	155	27	51	231	101	804	457
CBS SPORTS SPECTACULAR															18 139 145	A	6.4	17	477	1843	602	173^	629	238^	376	348	92^	201^	719	229^	433	448	127^	212^	151^	37^	344	261^
1 SAT. 3.30P 90 CBS SA															80 82	B	5.8	15	432	1643	485	154	524	195	308	263	77	166	767	269	463	439	117	225	165	47	187	124
2 SAT. 4.30P 90																A	6.8	20	507	1821	619	146^	648	295^	375^	350^	91^	176^	712	122^	396^	494	147^	218^	55^	55^	406^	298^
3.30 - 4.00																																						
4.00 - 4.30																A	7.3	20	544	2042	624	228^	676	257^	396^	392^	88^	198^	725	233^	427^	414^	139^	219^	178^	74^	463	332^
4.30 - 5.00																A	6.2	16	462	1896	591	221^	617	239^	412	343	74^	169^	735	233^	474	481	124^	201^	165^	38^	379	278
5.00 - 5.30																A	5.9	15	440	1757	684	137^	684	259^	419^	443^	104^	241^	721	238^	440^	501^	106^	192^	163^	LT	189^	189^
5.30 - 6.00																A	5.8	13	432	1618	504^	74^	525^	114^	232^	210^	130^	266^	702	338^	414^	322^	127^	245^	171^	LT	220^	169^
CHALLENGE OF THE SEXES															4 139 119	A	4.4	15	328	1887	459	134^	468	189^	326^	274^	68^	130^	868	357^	585	530	210^	240^	193^	110^	358^	245^
1 SUN. 1.00P 39 CBS SE															78 68	B	4.6	15	343	1778	490	184	519	208	350	274	69	142	802	306	528	473	168	242	219	93	238	167
2 SUN. 1.00P 45																A	4.1	14	305	1915	489	144^	495	191^	335^	295^	76^	141^	889	377^	598	538	228^	251^	166^	91^	365^	250^
1.00 - 1.30																																						
CHALLENGE-SUPERFRIENDS 1															14 192 192	A	6.1	23	454	1524	155^	47^	185^	98^	135^	99^	LT	25^	149^	79^	90^	89^	23^	42^	169^	61^	1021	627
SAT. 9.30A 30 ABC CA															99 99	B	6.0	24	447	1742	193	49	223	110	159	117	LT	31	158	82	122	89	15	27	281	98	1080	639
CHALLENGE-SUPERFRIENDS 2															14 193 193	A	7.6	27	566	1424	186^	90^	213^	117^	183^	124^	15^	30^	140^	73^	119^	93^	9^	21^	156^	94^	915	563
SAT. 10.00A 30 ABC CA															99 99	B	7.0	27	522	1688	206	62	236	123	177	133	14	35	161	88	127	94	14	21	242	105	1049	629
CHALLENGE-SUPERFRIENDS 3															14 193 193	A	8.1	28	603	1499	208	93^	238	126^	183^	126^	8^	51^	117^	51^	98^	78^	10^	19^	170^	65^	974	619
SAT. 10.30A 30 ABC CA															99 99	B	7.6	28	566	1752	213	70	245	123	177	145	9	42	176	95	128	98	19	34	251	116	1080	618
CLUE CLUB															3 40 43	A	1.4	11	104																			
SUN. 8.30A 30 CBS CA															31 39	B	1.4	11	104																			
DAFFY DUCK															14 197 197	A	8.0	27	596	1975	323	180^	422	207^	300	215	22^	75^	303	145^	208^	195^	12^	44^	295	135^	955	602
SAT. 10.30A 30 NBC CA															98 98	B	7.4	27	551	1796	288	111	377	226	295	212	22	45	277	135	191	164	14	50	259	110	883	542
DAYTONA UPDATE I(S)															172	A	7.4	25	551	1828	357^	144^	393^	128^	269^	238^	93^	124^	1013	541	792	706	131^	177^	161^	24^	261^	142^
1 SUN. 1.39P 6 CBS SE															93																							
DAYTONA UPDATE II(S)															176	A	7.9	19	589	1874	507	141^	525	131^	216^	227^	163^	283^	935	278^	538	472	126^	343^	75^	19^	339^	262^
1 SUN. 4.18P 12 CBS SE															95																							

INSUFFICIENT FOR REPORTING

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																												
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)			CHILDREN (2-11)																	
															TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	FEM.	TOTAL	6-11															
WEEKEND DAYTIME CONT'D																																													
FABULOUS FUNNIES																				2	162	156	A	5.3	18	395	1544	231^	74v	258^	178^	219^	159^	16v	39v	349	135^	221^	143^	71v	96^	136^	96^	801	481
SAT. 12.30P 30 NBC CA																				86	83	B	5.3	18	395	1544	231	74	258	178	219	159	16	39	349	135	221	143	71	96	136	96	801	481	
FACE THE NATION																				20	159	173	A	3.1	13	231	1784	766	151^	779	203^	421^	328^	95v	355^	810	246^	471^	449^	122v	300^	35v	LT	160^	130v
SUN. 11.30A 30 CBS CC																				92	97	B	3.4	13	253	1482	561	150	615	139	250	226	107	337	640	172	318	329	112	279	60	20	167	108	
FANGFACE																				14	186	187	A	5.8	21	432	1819	325	77^	355	175^	297	247^	19v	44v	206^	111^	182^	144^	16v	24v	242^	91^	1016	620
SAT. 11.00A 30 ABC CA																				98	98	B	6.5	26	484	1755	259	62	303	144	222	177	14	49	206	123	167	117	14	27	271	122	975	584	
FANTASTIC FOUR																				14	196	196	A	3.5	20	261	1713	222^	180^	226^	140^	183^	186^	21v	21v	149^	96v	122^	114v	LT	LT	264^	100v	1074	817
SAT. 8.30A 30 NBC CA																				97	97	B	3.9	22	291	1762	252	114	280	152	194	187	24	45	210	117	173	113	17	28	159	69	1113	736	
FAT ALBERT AND COSBY KIDS																				19	190	186	A	7.4	25	551	1684	342	51v	375	187^	247	170^	36v	98^	271	119^	191^	163^	35v	61^	276	144^	762	419
SAT. 12.30P 30 CBS CA																				98	97	B	7.6	27	566	1630	342	119	388	204	276	186	26	75	269	132	204	149	21	47	253	103	720	425	
FRED AND BARNEY SHOW																				2	198	198	A	9.3	32	693	1970	390	192	506	256	386	255	19v	82^	309	144^	203	179^	22v	57^	257	99^	898	591
SAT. 11.00A 30 NBC CA																				97	98	B	9.3	32	693	1970	390	192	506	256	386	255	19	82	309	144	203	179	22	57	257	99	898	591	
GODZILLA SUPER 90 I																				14	203	203	A	5.7	25	425	2028	168^	70v	288^	171^	171^	124^	45v	87^	136^	44v	69v	61v	22v	45v	232^	53v	1372	910
SAT. 9.00A 30 NBC CA																				99	99	B	5.5	25	410	1793	217	95	270	157	195	162	19	46	165	65	108	80	20	47	177	69	1181	744	
GODZILLA SUPER 90 II																				14	203	203	A	7.1	26	529	2051	172^	53v	271	154^	154^	119^	43v	78^	225^	100^	123^	101^	26v	67^	216^	23v	1339	896
SAT. 9.30A 30 NBC CA																				99	99	B	6.4	25	477	1825	221	88	288	181	212	172	18	43	169	73	107	84	24	47	200	68	1168	757	
GODZILLA SUPER 90 III																				14	203	203	A	7.1	25	529	2057	224^	117^	342	183^	218^	171^	LT	56v	231^	97^	128^	160^	LT	58v	232^	56v	1252	849
SAT. 10.00A 30 NBC CA																				99	99	B	6.5	24	484	1828	242	100	321	202	230	192	107	337	640	172	318	329	112	279	60	20	167	108	
GRAND SLAM TENNIS-SAT.(S)																				127			A	3.3	10	246	1037	235v	126v	268^	20v	154v	151v	53v	97v	387^	LT	171v	171v	121v	216v	167v	114v	215v	215v
2 SAT. 3.00P 90 CBS SE																				75			A	3.6	11	268	951	228v	90v	272^	LT	144v	144v	53v	128v	249^	29v	119v	119v	64v	130v	146v	94v	284^	284^
3.00 - 3.30																							A	2.8	8	209	986^	129v	143v	176v	LT	176v	176v	LT	LT	435^	LT	148v	148v	139v	287v	178v	130v	197v	197v
3.30 - 4.00																							A	3.3	10	246	1224	366^	155v	366^	62v	156v	146v	106v	158v	505^	LT	244v	244v	182v	261^	191v	125v	162v	162v
4.00 - 4.30																																													
GRAND SLAM TENNIS-SUN.(S)																				171			A	5.7	14	425	1574	504^	158^	546^	140v	266^	262^	171^	242^	754	164^	344^	398^	224^	305^	101v	70v	173^	141v
2 SUN. 4.00P 120 CBS SE																				95			A	5.1	14	380	1505	539^	161v	608^	110v	237^	203^	271^	344^	778	142v	318^	376^	240^	349^	92v	92v	27v	27v
4.00 - 4.30																							A	5.6	15	417	1631	551^	154^	594	160^	323^	305^	192^	240^	694	120v	288^	336^	223^	310^	140v	82v	203^	161^
4.30 - 5.00																							A	6.1	15	454	1670	495^	164^	552	178^	307^	321^	122v	193^	745	199^	362^	400^	214^	278^	130v	101v	243^	203^
5.00 - 5.30																							A	5.8	13	432	1516	450^	159^	450^	111v	203^	213^	121v	210^	829	197^	415^	485^	225^	302^	45v	14v	192^	160^
5.30 - 6.00																																													
HAWAIIAN OPEN GOLF-SAT(B)(S)																				142			A	3.1	9	231	1615	459^	44v	519^	151v	217v	272^	66v	247v	763^	199v	343^	451^	108v	312^	69v	LT	264v	264v
2 SAT. 4.30P 22 NBC SE																				67																									
HAWAIIAN OPEN GOLF-SAT.(S)																				160			A	4.2	10	313	1540	438^	99v	441^	61v	173v	201^	121v	240^	876	258^	428^	389^	205^	387^	25v	LT	198v	147v
2 SAT. 4.52P 98 NBC SE																				83			A	4.3	11	320	1631	431^	82v	431^	59v	182v	230^	72v	201^	990	324^	532^	485^	191v	393^	28v	LT	182v	182v
5.00 - 5.30																							A	3.5	9	261	1391	440^	96v	440^	42v	149v	184v	123v	256^	806^	162v	292^	296^	237^	433^	LT	LT	130v	130v
5.30 - 6.00																							A	4.8	10	358	1578	452^	126v	452^	64v	187^	187^	178^	265^	832	273^	433^	358^	218^	360^	28v	LT	266v	121v
6.00 - 6.30																																													
HAWAIIAN OPEN GOLF-SUN.(S)																				186			A	6.3	15	469	1733	580	183^	622	213^	315^	259^	109v	251^	884	224^	402^	463^	219^	338^	113v	25v	114v	53v
2 SUN. 4.30P 135 NBC SE																				92			A	5.1	13	380	1821	497^	200^	552^	118v	242^	258^	97v	239^	941	289^	473^	524^	200^	328^	161v	37v	167v	58v
4.30 - 5.00																							A	5.3	13	395	1699	527^	127v	527^	109v	240^	215^	101v	241^	926	281^	439^	472^	218^	343^	151v	48v	95v	30v
5.00 - 5.30																							A	6.4	15	477	1585	503^	177^	552	168^	282^	244^	106v	233^	851	247^	417^	427^	201^	315^	89v	24v	93v	36v
5.30 - 6.00																							A	7.5	16	559	1728	645	205^	697	327^	382^	256^	119^	263^	850	137^	325^	435^	221^	368^	93v	LT	88v	50v
6.00 - 6.30																																													

47

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST FEB. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE WOM.	WORK-ING	TOTAL	18-34	WOMEN 18-49	25-54	55-64	55+	TOTAL	18-34	WOMEN 18-49	25-54	55-64	55+	TOTAL	18-34	WOMEN 18-49	25-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11			
WEEKEND DAYTIME CONT'D																																						
YOGI'S SPACE RACE										2	191	195	A	1.7	14	127	1236	237 ^v 150 ^v	237 ^v 118 ^v	118 ^v 197 ^v	40 ^v	40 ^v		164 ^v 140 ^v	164 ^v	47 ^v	LT	LT	LT	LT	LT	LT	LT	LT	835 [^] 457 [^]			
SAT.										8.00A	30	NBC	CA		98	98	B	1.7	14	127	1236	237 150	237 118	118 197	40	40		164 140	164	47	LT	LT	LT	LT	LT	LT	835 457	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. JAN. 29, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					19,070 25.6						25,850 34.7						
		AVERAGE AUDIENCE (Households (000) & %)					14,450 19.4						11,700 15.7						
		SHARE OF AUDIENCE %					28	18.2*			30 *		18.9*		19.3*		17.9*		13.6*
		AVG. AUD. BY 1/4 HR. %					18.1	18.4	20.5		20.5	18.4	19.4	19.4	19.2	18.5	17.4	14.0	13.4
	CBS TV	TOTAL AUDIENCE (Households (000) & %)					19,590 26.3		16,540 22.2				24,810 33.3						
		AVERAGE AUDIENCE (Households (000) & %)					17,660 23.7		15,120 20.3				16,020 21.5						
		SHARE OF AUDIENCE %					35	23.1	29				31	25.0*	22.4*		19.2*		18.5*
		AVG. AUD. BY 1/4 HR. %					23.1	24.2	19.9	20.6		24.9	25.2	23.3	21.5	19.6	18.7	18.6	18.3
	NBC TV	TOTAL AUDIENCE (Households (000) & %)					30,920 41.5												
		AVERAGE AUDIENCE (Households (000) & %)					19,000 25.5												
		SHARE OF AUDIENCE %					25.5	21.4*			24.4*		24.7*		26.5*		28.0*		27.9*
		AVG. AUD. BY 1/4 HR. %					37	31 *			35 *		34 *		37 *		42 *		45 *
							20.7	22.2	24.2	24.6	24.7	24.7	26.0	27.0	28.0	27.9	27.6	28.3	
W E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					17,950 24.1												
		AVERAGE AUDIENCE (Households (000) & %)					14,680 19.7												
		SHARE OF AUDIENCE %					19.7	19.0*			20.4*		16.1*		18.4*		18.7*		17.7*
		AVG. AUD. BY 1/4 HR. %					28	27 *			29 *		23 *		26 *		28 *		28 *
							18.5	19.5	20.6	20.2	15.8	16.3	18.3	18.5	18.7	18.8	18.4	17.0	
	CBS TV	TOTAL AUDIENCE (Households (000) & %)					16,990 22.8		16,840 22.6				16,320 21.9		15,570 20.9				
		AVERAGE AUDIENCE (Households (000) & %)					15,350 20.6		16,170 21.7				15,200 20.4		12,740 17.1				
		SHARE OF AUDIENCE %					30	20.9	30				29		27		17.4*		16.8*
		AVG. AUD. BY 1/4 HR. %					20.2	20.9	21.3	22.0	24.1	24.7	20.6	20.2	17.3	17.4	16.7	16.8	
	NBC TV	TOTAL AUDIENCE (Households (000) & %)					20,190 27.1						25,260 33.9						
		AVERAGE AUDIENCE (Households (000) & %)					17,360 23.3						19,820 26.6						
		SHARE OF AUDIENCE %					33	22.7*			23.8*		26.3*		26.9*		26.9*		26.2*
		AVG. AUD. BY 1/4 HR. %					22.1	23.4	23.6	24.1	26.6	26.0	26.8	26.9	27.1	26.7	26.5	25.9	

TV HOUSEHOLDS USING TV WK 1		WK 2	62.4	63.5	63.7	65.9	67.8	69.2	69.6	71.0	72.4	73.2	72.8	71.4	68.3	66.4	63.7	60.9
(See Def. 1)			62.6	64.0	65.2	66.7	68.7	70.5	71.2	71.4	70.8	71.2	69.6	69.4	67.3	66.2	63.5	61.1

U.S. TV Households: 74,500,000

Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-3

(1) "WRAP UP OF THE ARRIVAL", ABC, (10:33-10:41PM)(SUS.).

(2) "PRO BOWL FOOTBALL GAME", ABC, (9:00-10:33PM)(10:41-12:06AM), FOR REMAINING RATINGS, SEE OP PAGES(5).

(3) PROMO FILL, CBS, (10:51-11:00PM)(SUS.).

EVE. MON. FEB. 5, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. JAN. 30, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)						27,270 36.6		28,090 37.7		25,030 33.6		20,490 27.5		15,940 21.4				
	ABC TV							Happy Days (R)	Laverne and Shirley	Three's Company		Taxi	(OP)		Starsky & Hutch				
	AVERAGE AUDIENCE (Households (000) & %)						25,030 33.6		25,930 34.8		23,240 31.2		18,550 24.9		13,410 18.0		18.8*		17.2*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						52 32.4		53 34.7		47 34.6		39 31.1		30 24.3		31* 19.2		29* 17.5
W E K 2	TOTAL AUDIENCE (Households (000) & %)										19,150 25.7								
	CBS TV								Republican Response to the State of the Union (8:00-8:40PM)(SUS.)	(1)	(OP)				CBS Tuesday Night Movies "BIG JAKE" (9:00-11:00PM)(R)				
	AVERAGE AUDIENCE (Households (000) & %)										13,560 18.2		14.1* 21*		17.9* 28*		19.9* 33*		20.9* 35*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %										13.5 14.8		17.5 17.5		18.3 18.3		19.7 20.1		20.6 21.1
W E K 1	TOTAL AUDIENCE (Households (000) & %)						15,570 20.9				17,280 23.2								
	NBC TV								Mark Twain's America "ABE LINCOLN: FREEDOM FIGHTER" (8:00-9:00PM)	(OP)					Big Event "THE TRIANGLE FACTORY FIRE SCANDAL" (9:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)						12,290 16.5		15.6* 24*		17.4* 26*		11,920 16.0		15.4* 23*		16.1* 25*		15.8* 27*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						25 15.0		24* 16.2		26* 17.6		26 15.5		23* 16.0		27* 16.2		27* 17.0
W E K 2	TOTAL AUDIENCE (Households (000) & %)						24,060 32.3		23,840 32.0		23,840 32.0		21,380 28.7		18,920 25.4				
	ABC TV								Happy Days	Laverne and Shirley	Three's Company		Taxi	(OP)	Starsky & Hutch				
	AVERAGE AUDIENCE (Households (000) & %)						21,230 28.5		21,980 29.5		22,200 29.8		19,150 25.7		15,420 20.7		21.6* 37*		15.8* 36*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						42 26.8		44 30.2		45 29.5		40 26.4		36 25.1		37* 22.1		36* 20.0
W E K 2	TOTAL AUDIENCE (Households (000) & %)						20,120 27.0								10,360 13.9				
	CBS TV										The Horror Show: 60 Magic Years (9:00-10:00PM) (OP)						Paper Chase		
	AVERAGE AUDIENCE (Households (000) & %)						12,440 16.7		17.3* 26*		17.0* 25*		16.4* 25*		16.2* 25*		8,200 11.0		10.7* 19*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						25 17.5		26* 17.0		25* 17.1		25* 16.9		25* 16.0		19 11.5		19* 10.5
W E K 2	TOTAL AUDIENCE (Households (000) & %)						23,390 31.4												
	NBC TV														Big Event "TWO MINUTE WARNING" (8:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)						12,960 17.4		15.5* 23*		16.1* 24*		16.0* 24*		17.2* 27*		19.8* 34*		19.6* 36*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						28 15.6		23* 15.4		24* 16.2		24* 15.9		27* 16.1		34* 16.8		36* 17.6
TV HOUSEHOLDS USING TV WK 1		61.2	61.7	62.0	63.4	64.7	65.3	65.7	66.0	66.4	66.0	64.3	64.0	61.4	60.2	59.6	58.4		
(See Def. 1)		61.9	63.5	63.2	64.8	66.9	68.1	67.3	67.2	66.8	66.7	64.6	64.0	59.3	57.9	56.0	54.0		

U. S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-5 (1) "CBS NEWS SPECIAL REPORT", CBS, (8:40-9:00PM)(SUS.)

EVE. TUE. FEB. 6, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. JAN. 31, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					24,510 32.9				25,330 34.0				20,040 26.9				
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					21,010 28.2		27.7*		28.7*	21,380 28.7			28.3*	16,840 22.6	22.9*		22.3*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					42 27.1		41* 28.3		42* 28.9	44 28.7			44* 27.6	39 23.0	39* 22.8		40* 22.0
W E K 2	TOTAL AUDIENCE (Households (000) & %)					14,380 19.3				15,570 20.9		15,120 20.3		14,530 19.5				
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					11,850 15.9		15.3*		16.5*	13,930 18.7		14,080 18.9		12,290 16.5	16.7*		16.3*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					24 14.9		23* 15.6		24* 16.7	28 18.2		29 18.7		29 16.6	28* 16.9		29* 15.9
W E K 1	TOTAL AUDIENCE (Households (000) & %)					15,500 20.8				15,120 20.3								
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					12,670 17.0		16.8*		17.2*	9,310 12.5		13.3*		12.0*	12.2*		12.3*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					25 16.7		25* 17.0		25* 17.2	20 13.8		20* 12.7		18* 11.6	21* 12.0		22* 12.1
W E K 2	TOTAL AUDIENCE (Households (000) & %)					25,780 34.6								18,250 24.5				
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					17,810 23.9		22.7*		24.0*		24.8*		24.3*	15,200 20.4	20.5*		20.3*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					35 21.9		34* 23.4		35* 24.1		37* 24.7		36* 23.7	35 20.6	34* 20.4		36* 19.9
W E K 2	TOTAL AUDIENCE (Households (000) & %)					15,790 21.2				13,780 18.5		13,480 18.1		10,730 14.4				
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					12,070 16.2		15.6*		16.7*	12,370 16.6		12,590 16.9		8,120 10.9	11.7*		10.1*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					24 15.1		23* 16.1		25* 16.7	24 16.2		25 16.9		19 12.8	20* 10.7		18* 10.0
W E K 2	TOTAL AUDIENCE (Households (000) & %)					23,910 32.1								18,770 25.2				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					16,240 21.8		21.7*		21.4*		22.1*		21.9*	15,940 21.4	21.1*		21.8*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					32 21.7		32* 21.7		32* 21.3		33* 22.3		33* 22.0	37 21.1	35* 21.5		39* 22.1
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		62.9	63.2	62.6	64.0	66.5	67.3	68.0	67.9	65.9	65.9	65.3	64.4	59.5	57.9	57.2	55.0	
WK 2		64.7	65.3	64.6	65.7	66.4	67.4	68.0	67.7	67.5	68.0	67.9	66.1	61.1	58.6	57.2	56.1	

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-8

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. FEB. 1, 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES																				
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00		
W E K 1	TOTAL AUDIENCE (Households (000) & %)				24,510 32.9		21,980 29.5		18,550 24.9		16,690 22.4		15,350 20.6							
	ABC TV				Mork & Mindy		Makin' It (8:30-9:00PM)		Barney Miller		Soap		(OP)		Family					
	AVERAGE AUDIENCE (Households (000) & %)				22,200 29.8		20,120 27.0		16,540 22.2		14,830 19.9		12,890 17.3		17.1*		17.4*			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %				44 29.2		39 27.1		33 22.3		31 20.3		30 19.5		29* 16.8		31* 17.2			
W E K 2	TOTAL AUDIENCE (Households (000) & %)				23,020 30.9								15,790 21.2							
	CBS TV						Mr. Horn Part I (8:00-10:00PM)						(OP)		Barnaby Jones					
	AVERAGE AUDIENCE (Households (000) & %)				15,650 21.0		19.3* 29*		21.0* 30*		22.9* 34*		20.8* 32*		13,340 17.9		18.0* 30*		17.8* 32*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %				31 18.6		29* 20.0		30* 21.1		34* 23.3		32* 22.5		31 21.6		30* 18.0		32* 17.4	
W E K 3	TOTAL AUDIENCE (Households (000) & %)				14,450 19.4				20,340 27.3											
	NBC TV						Circus Super Heroes (9:00-9:30PM)						(OP)		Quincy, M.E.					
	AVERAGE AUDIENCE (Households (000) & %)				10,500 14.1		12.7* 19*		15.4* 22*		13,930 18.7		18.3* 27*		18.8* 29*		19.3* 33*		18.6* 33*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %				21 12.6		19* 12.9		22* 15.9		30 18.0		27* 18.5		29* 18.6		33* 19.5		33* 18.2	
W E K 4	TOTAL AUDIENCE (Households (000) & %)				28,090 37.7		22,350 30.0		19,590 26.3		16,690 22.4		16,610 22.3							
	ABC TV				Mork & Mindy		Angie		Barney Miller		Soap		(OP)		Family					
	AVERAGE AUDIENCE (Households (000) & %)				25,780 34.6		20,790 27.9		17,210 23.1		15,050 20.2		14,080 18.9		18.8* 32		19.0* 33*			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %				52 34.1		41 28.2		35 23.6		31 20.1		32 18.4		31* 19.2		33* 19.1		33* 18.9	
W E K 5	TOTAL AUDIENCE (Households (000) & %)				17,360 23.3				18,030 24.2				17,810 23.9							
	CBS TV						The Waltons		(OP)		Hawaii Five-0				Barnaby Jones					
	AVERAGE AUDIENCE (Households (000) & %)				13,780 18.5		16.9* 25*		20.2* 30*		14,970 20.1		19.5* 30*		20.8* 32*		21.2* 35*		20.4* 35*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %				27 16.5		25* 17.4		30* 20.2		31 19.3		30* 19.7		32* 20.6		35* 21.2		35* 20.9	
W E K 6	TOTAL AUDIENCE (Households (000) & %)				11,920 16.0				17,140 23.0											
	NBC TV						Little Women		(OP)				Women in White Part I (9:00-11:00PM)							
	AVERAGE AUDIENCE (Households (000) & %)				8,940 12.0		11.2* 17*		12.8* 19*		11,400 15.3		15.6* 24*		16.0* 25*		14.7* 24*		15.1* 26*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %				18 11.4		17* 11.1		19* 12.8		25 15.2		24* 16.1		25* 16.3		24* 15.7		26* 14.9	
TV HOUSEHOLDS USING TV WK 1																				
(See Def. 1)		WK 2	60.5	61.8	61.3	63.3	66.3	68.2	68.8	69.6	68.2	67.6	65.4	63.8	59.8	58.6	57.4	55.0		
			60.2	61.0	61.9	63.6	66.3	67.7	68.2	68.1	66.0	66.3	65.2	64.5	60.7	59.8	58.9	57.2		
U.S. TV Households: 74,500,000 * Half-hour ratings (for immediate comparison)																				

U. S. TV Households: 74,500,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(UP) See Other Programs Section, Page A-36

A-9

EVE. THU. FEB. 8, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. FEB. 2, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					14,450 19.4		13,110 17.6		20,490 27.5								
	ABC TV							Happy Days (8:00-8:30PM)	Makin' It	(OP)				ABC Friday Night Movie "THE GIRLS IN THE OFFICE" (9:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					12,890 17.3		12,290 16.5		14,080 18.9		17.8*		18.4*		19.8*		19.6*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					28 16.6		28 16.6	18.1	32 17.6		29* 18.1		30* 18.4		34* 19.5	19.7	35* 19.4
W E K 2	TOTAL AUDIENCE (Households (000) & %)					15,870 21.3				19,150 25.7				16,610 22.3				
	CBS TV							Wonder Woman	(OP)			Dukes of Hazzard					Dallas	
	AVERAGE AUDIENCE (Households (000) & %)					11,850 15.9		14.0*		15,570 20.9		20.1*		13,860 18.6		18.6*		18.6*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					26 14.1		23* 13.9	17.5	30* 18.1		33* 20.2		32 18.6		32* 18.5	18.8	33* 18.3
W E K 1	TOTAL AUDIENCE (Households (000) & %)					18,400 24.7		14,080 18.9		12,070 16.2		10,950 14.7		11,030 14.8				
	NBC TV							Diff'rent Strokes	Brothers and Sisters	(OP)	Turnabout	Hello, Larry		Sweepstakes				
	AVERAGE AUDIENCE (Households (000) & %)					16,640 22.4		12,440 16.7		10,800 14.5		10,130 13.6		8,340 11.2		11.5*		10.9*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					36 22.5		28 22.4	17.3	24 16.2		22 14.2		19 13.5		20* 10.9	10.5	15* 11.3
W E K 2	TOTAL AUDIENCE (Households (000) & %)					11,180 15.0		14,680 19.7		21,830 29.3								
	ABC TV							Makin' It	What's Happening	(OP)				Heroes of Rock 'n' Roll (9:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					9,240 12.4		12,960 17.4		14,830 19.9		19.8*		20.6*		20.4*		18.8*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					20 12.1		28 12.7	16.6	34 19.6		33* 20.1		34* 20.5		35* 20.0	19.3	33* 18.3
W E K 2	TOTAL AUDIENCE (Households (000) & %)					13,930 18.7		14,450 19.4		17,950 24.1				18,700 25.1				
	CBS TV							Be My Valentine, Charlie Brown (8:00-8:30PM)(R)	Rikki-Tikki-Tavi (8:30-9:00PM)(R)	(OP)		Dukes of Hazzard					Dallas	
	AVERAGE AUDIENCE (Households (000) & %)					12,550 16.9		13,040 17.5		14,830 19.9		19.1*		16,170 21.7		21.9*		21.5*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					28 16.7		29 17.1	17.4	33 18.7		31* 19.5		38 21.9		38* 22.0	21.7	38* 21.2
W E K 2	TOTAL AUDIENCE (Households (000) & %)					18,250 24.5		13,860 18.6		12,440 16.7		10,650 14.3		11,180 15.0				
	NBC TV							Diff'rent Strokes	Brothers and Sisters	(OP)	Turnabout	Hello, Larry		Sweepstakes				
	AVERAGE AUDIENCE (Households (000) & %)					16,610 22.3		12,070 16.2		10,730 14.4		9,830 13.2		8,870 11.9		11.7*		12.1*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					36 21.7		26 22.8	16.8	24 15.6		22 14.5		21 13.4		20* 12.0	12.1	21* 12.1
TV HOUSEHOLDS USING TV		WK 1	58.3	59.6	59.9	60.4	61.6	62.2	60.0	60.0	60.9	61.2	61.3	61.0	59.2	57.7	57.0	56.5
(See Def. 1)		WK 2	58.1	59.0	58.3	59.0	60.5	62.0	61.5	61.2	60.7	60.8	60.2	60.0	58.7	58.0	57.2	55.7

U.S. TV Households: 74,500,000

† Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. FRI. FEB. 9, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. FEB. 3, 1979

NATIONAL WEEKLY TV AUDIENCE ESTIMATES																			
		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						14,010 18.8		11,990 16.1		27,940 37.5								
	ABC TV						Delta House		Welcome Back, Kotter										
	AVERAGE AUDIENCE (Households (000) & %)						12,140 16.3		10,800 14.5		21,230 28.5								
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						28 16.4	16.2	24 13.8	15.3	47 24.9	26.0* 43 *		28.0	28.2* 46 *		29.5	29.8* 49 *	30.0* 50 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						18,180 24.4								10,880 14.6				
	CBS TV								Mr. Horn Part II (8:00-10:00PM)									Liberace - A Valentine Special (10:00-11:00PM)	
	AVERAGE AUDIENCE (Households (000) & %)						11,920 16.0	15.2*		16.4* 28 *	15.9*	15.9* 26 *		16.5*	8,200 11.0	11.1* 18 *			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						27 15.0	26 *	16.5	16.2	15.9	16.0	16.5	16.5	27 *	11.8	10.5	10.3	11.3
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						20,860 28.0				17,360 23.3								
	NBC TV								Chips										
	AVERAGE AUDIENCE (Households (000) & %)						16,760 22.5	21.6*		23.4* 39 *	11,030 14.8	13.8* 23 *		12.9* 21 *		16.0* 26 *			16.3*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						38 21.3	37 *	23.7	23.1	14.4	13.3	12.7	13.1	15.7	16.3	16.4		16.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						13,630 18.3		12,220 16.4		20,340 27.3				17,730 23.8				
	ABC TV						Delta House		Welcome Back, Kotter										
	AVERAGE AUDIENCE (Households (000) & %)						11,320 15.2		11,100 14.9		16,460 22.1								
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						26 14.9	15.5	25 14.3	15.5	38 20.1	21.0* 36 *	23.3	23.3* 41 *	15,050 20.2	20.4* 37 *	20.3	20.0	19.9* 37 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						14,080 18.9				17,510 23.5								
	CBS TV								White Shadow										
	AVERAGE AUDIENCE (Households (000) & %)						10,800 14.5	14.2*		14.9* 25 *	11,620 15.6	12.2* 21 *		16.3* 28 *		17.0* 31 *			16.9*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						25 13.8	24 *	15.3	25 *	11.9	12.4	16.2	16.4	16.8	17.1	16.5		16.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						21,310 28.6												
	NBC TV								B.J. and the Bear										
	AVERAGE AUDIENCE (Households (000) & %)						15,420 20.7	19.8*		21.8* 37 *		10,650 14.3							
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						35 19.8	34 *	21.7	21.8	21.5	20.5* 35 *	13.8* 24 *		14.6* 26 *				14.6*
TV HOUSEHOLDS USING TV WK 1			54.8	56.4	56.8	58.2	58.4	59.4	59.1	60.1	60.1	60.6	61.0	61.4	61.0	60.7	60.4	60.1	
(See Def. 1) WK 2			57.4	58.6	58.7	58.6	58.1	58.5	59.6	59.3	59.0	58.1	57.4	57.0	55.7	55.4	54.4	53.8	
U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).																			
(R) Repeat, see page B. (OP) See Other Programs Section: Page A-36																			

EVE. SAT. FEB. 10, 1979

A-15 (1) FOR REMAINING RATINGS, SEE OP PAGES.

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. SUN. FEB. 11, 1979

SUN. 11:00 P.M.—12:45 A.M.

MON.-FRI. 11:30 P.M.—1:45 A.M.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45					
W E K 1	TOTAL AUDIENCE (Households (000) & %)			4,620 6.2																				
	ABC TV	ABC Sunday Night Movie (1)		ABC Weekend Report-Sunday																				
	AVERAGE AUDIENCE (Households (000) & %)			4,100 5.5																				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			13.7 5.9	5.2																			
1	TOTAL AUDIENCE (Households (000) & %)	7,000 9.4			8,640 11.6													8,640 11.6						
	CBS TV	CBS Sunday News-Bradley	Pro Am Sudden Death (11:30-12:00MD)														Late Movie I (2)	(CP)						
	AVERAGE AUDIENCE (Households (000) & %)	6,560 8.8			6,710 9.0													6,330 8.5	9.0*	8.4*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	18 8.8			27 9.8	8.1												28 9.0	26 *	30 *	7.5			
W E K 2	TOTAL AUDIENCE (Households (000) & %)			4,100 5.5													9,390 12.6			2,160 2.9				
	NBC TV	NBC Late Night Movie																		Tonight Show (2)		Tomorrow Show (2)(CP)		
	AVERAGE AUDIENCE (Households (000) & %)			2,160 2.9	3.6*			3.4*	5,510 7.4	9.2*			7.4*			4.9*	1,560 2.1	2.6*						
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			13 3.5	12 *	14 *	3.1	2.4	27 9.7	27 *	27 *	26 *	7.9	6.9	6.1	6.5	16 2.9	18 *	2.4	2.0				
W E K 2	TOTAL AUDIENCE (Households (000) & %)	7,380 9.9			ABC Weekend Report-Sunday																			
	ABC TV	7,080 9.5			7,080 9.5																			
	AVERAGE AUDIENCE (Households (000) & %)	7,450 10.0			7,450 10.0																			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	19 9.4			19 9.4																			
K	TOTAL AUDIENCE (Households (000) & %)	7,450 10.0			7,670 10.3																			
	CBS TV	CBS Sunday News-Bradley			7,000 9.4													Late Movie I (2)	(CP)					
	AVERAGE AUDIENCE (Households (000) & %)	7,000 9.4			7,000 9.4													5,740 7.7	8.5*	7.1*				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	19 9.4			19 9.4													27 8.7	26 *	27 *	6.9	6.6		
2	TOTAL AUDIENCE (Households (000) & %)			4,620 6.2													10,210 13.7			3,050 4.1				
	NBC TV	NBC Late Night Movie																		Tonight Show (2)		Tomorrow Show (2)(CP)		
	AVERAGE AUDIENCE (Households (000) & %)			2,380 3.2	3.7*			3.3*	6,110 8.2	9.5*			7.8*			2,240 3.0	3.3*							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %			14 3.9	12 *	14 *	3.4	3.3	30 10.1	29 *	30 *	29 *	7.3	6.6	6.2	22 3.7	23 *	2.9	2.4					
TV HOUSEHOLDS USING TV		WK 1	49.7	43.1	33.2	28.7	25.0	22.1	19.0	35.5	32.5	28.8	25.7	22.3	19.4	16.7	15.5	13.6						
(See Def. 1)		WK 2	51.6	43.6	33.3	29.2	25.9	22.3	19.6	34.2	30.9	27.2	24.6	21.6	18.9	16.5	14.6	12.7						
U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (1) FOR REMAINING RATINGS, SEE OP. PAGES. (2) FOR INDIVIDUAL DAYS, TIME AND DATE. (CP) See Other Pages.																								
A-17																								

U. S. TV Households: 74,500,000. * Half-hour ratings (for immediately preceding and subject quarter-hours).
 (1) FOR REMAINING RATINGS, SEE OP PAGES.
 (2) FOR INDIVIDUAL DAYS, TIME, AND DURATION, SEE PAE (ALPHA).

SUN. 11:00 P.M.—12:45 A.M.

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36.

MON.-FRI. 11:30 P.M.—1:45 A.M.

DAY MON.-FRI. JAN. 29-FEB. 2, 1979

		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	
W E K 1	ABC TV	<p>TOTAL AUDIENCE (Households (000) & %) { 3,350 4.5 4,100 5.5</p> <p>AVERAGE AUDIENCE (Households (000) & %) { 2,460 3.3 3,430 4.6</p> <p>SHARE OF AUDIENCE % 21 24</p> <p>AVG. AUD. BY 1/4 HR. % 3.1 3.5 4.5 4.7</p> <p>Good Morning, America (Co-op) (Participating) (Co-op) (Participating) Special (OP)</p>																	
	CBS TV	<p>TOTAL AUDIENCE (Households (000) & %) { 2,580 4.0 4,470 6.0 5,510 7.4 5,890 7.9</p> <p>AVERAGE AUDIENCE (Households (000) & %) { 2,010 2.7 2,830 3.8 4,770 6.4 5,070 6.8</p> <p>SHARE OF AUDIENCE % 18 17* 21 19* 23*</p> <p>AVG. AUD. BY 1/4 HR. % 2.6 2.7 2.7 3.0 3.7 4.1 4.5</p> <p>Morning Mon-Fri (Co-op) (Participating) Captain Kangaroo (Participating) All In The Family TU-F (1) Price is Right 1 MTUWF (S)(OP)(1)</p>																	
	NBC TV	<p>TOTAL AUDIENCE (Households (000) & %) { 4,320 5.8 5,220 7.0 4,250 5.7 4,620 6.2</p> <p>AVERAGE AUDIENCE (Households (000) & %) { 3,500 4.7 4,170 5.6 3,580 4.8 3,950 5.3</p> <p>SHARE OF AUDIENCE % 28 31 31 23</p> <p>AVG. AUD. BY 1/4 HR. % 4.6 4.8 5.5 5.7 4.6 5.0 5.2 5.4</p> <p>Today Show (Co-op) (Participating) (Co-op) (Participating) Card Sharks TU-F (2) All Star Secrets (2)</p>																	
	ABC TV	<p>TOTAL AUDIENCE (Households (000) & %) { 3,200 4.3 4,470 6.0</p> <p>AVERAGE AUDIENCE (Households (000) & %) { 2,460 3.3 3,730 5.0</p> <p>SHARE OF AUDIENCE % 20 25</p> <p>AVG. AUD. BY 1/4 HR. % 3.1 3.4 5.0 5.0</p> <p>Good Morning, America (Co-op) (Participating) (Co-op) (Participating)</p>																	
	CBS TV	<p>TOTAL AUDIENCE (Households (000) & %) { 3,280 4.4 4,170 5.6 5,440 7.3 6,030 8.1</p> <p>AVERAGE AUDIENCE (Households (000) & %) { 2,050 2.8 2,680 3.6 4,620 6.2 5,220 7.0</p> <p>SHARE OF AUDIENCE % 18 17* 18 17* 20*</p> <p>AVG. AUD. BY 1/4 HR. % 2.9 2.6 2.8 3.1 3.5 3.7 4.0</p> <p>Morning Mon-Fri (Co-op) (Participating) Captain Kangaroo (Participating) All In The Family (1) Price is Right 1</p>																	
W E K 2	NBC TV	<p>TOTAL AUDIENCE (Households (000) & %) { 4,920 6.6 5,070 6.8 4,540 6.1 4,020 5.4</p> <p>AVERAGE AUDIENCE (Households (000) & %) { 4,100 5.5 4,170 5.6 3,870 5.2 3,500 4.7</p> <p>SHARE OF AUDIENCE % 31 30 24 20</p> <p>AVG. AUD. BY 1/4 HR. % 5.4 5.5 5.4 5.8 5.0 5.3 4.6 4.7</p> <p>Today Show (Co-op) (Participating) (Co-op) (Participating) Card Sharks (3) All Star Secrets (3)</p>																	
	<p>TV HOUSEHOLDS USING TV WK 1 7.8 10.2 12.2 13.6 14.9 16.4 17.3 18.2 19.4 20.5 20.9 21.2 21.5 22.2 22.6 22.4 23.1 23.3 23.4</p> <p>(See Def. 1) WK 2 8.5 10.8 12.8 14.2 15.9 17.2 17.9 19.0 20.5 22.1 22.2 22.6 22.4 23.1 23.3 23.3 24.1 24.1 24.1</p>																		
	<p>U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subsequent half-hours)</p>																		

A-19

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours):

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-34

DAY MON.-FRI. FEB. 5-9, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 29-FEB. 2, 1979

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)	4,920 6.6		7,000 9.4		4,770 6.4		6,630 8.9		9,910 13.3				8,490 11.4				
	ABC TV	Happy Days		Family Feud		\$20,000 Pyramid		Ryan's Hope		All My Children ⁽¹⁾				One Life to Live				
	AVERAGE AUDIENCE (Households (000) & %)	4,020 5.4		6,110 8.2		4,100 5.5		5,740 7.7		7,670 10.3				6,630 8.9				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	23 5.0		31 7.8		20 5.3		27 7.7		34 10.1		34 10.5		29 8.5		28 8.8		30 9.3
W E K 2	TOTAL AUDIENCE (Households (000) & %)	6,480 8.7		5,360 7.2		8,200 11.0		7,380 9.9				8,050 10.8				8,200 11.0		
	CBS TV	Price is Right 2 MTUWF (S)(OP)		Love Of Life ^(OP)		Young & the Restless		Search for Tomorrow		As The World Turns				Guiding Light				
	AVERAGE AUDIENCE (Households (000) & %)	5,890 7.9		4,920 6.6		7,520 10.1		6,560 8.8				6,330 8.5				6,410 8.6		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	33 7.7		25 6.0		36 9.9		30 8.8				28 7.5		26 9.1		27 9.1		28 8.4
W E K 1	TOTAL AUDIENCE (Households (000) & %)	5,140 6.9		5,890 7.9		3,950 5.3		4,170 5.6		4,470 6.0		7,380 9.9				5,890 7.9		
	NBC TV	High Rollers		Wheel of Fortune ⁽²⁾		Jeopardy		Password Plus ⁽²⁾		Hollywood Squares		Days Of Our Lives				The Doctors ⁽²⁾		
	AVERAGE AUDIENCE (Households (000) & %)	4,540 6.1		5,220 7.0		3,350 4.5		3,580 4.8		3,870 5.2		5,810 7.8				5,510 7.4		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	26 6.0		27 6.1		16 4.5		17 4.6		17 5.0		25 7.3		25 8.2		24 8.0		24 7.5
W E K 2	TOTAL AUDIENCE (Households (000) & %)	5,590 7.5		8,120 10.9		5,360 7.2		7,080 9.5		9,830 13.2				8,720 11.7				
	ABC TV	Happy Days		Family Feud		\$20,000 Pyramid		Ryan's Hope		All My Children ⁽¹⁾				One Life to Live				
	AVERAGE AUDIENCE (Households (000) & %)	4,840 6.5		6,930 9.3		4,620 6.2		6,110 8.2		7,600 10.2				6,560 8.8				
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	26 6.2		34 6.9		21 6.0		28 8.2		33 10.0		33 10.6		28 8.5		27 8.4		29 9.3
W E K 1	TOTAL AUDIENCE (Households (000) & %)	6,630 8.9		5,290 7.1		8,120 10.9		6,710 9.0				8,200 11.0				8,200 11.0		
	CBS TV	Price is Right 2		Love Of Life ^(OP)		Young & the Restless		Search for Tomorrow		As The World Turns				Guiding Light				
	AVERAGE AUDIENCE (Households (000) & %)	5,890 7.9		4,840 6.5		7,450 10.0		6,030 8.1				6,480 8.7				6,410 8.6		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	31 7.6		24 6.0		34 9.8		27 8.2				28 8.0		27 9.4		27 9.2		28 8.6
W E K 2	TOTAL AUDIENCE (Households (000) & %)	4,990 6.7		6,410 8.6		4,020 5.4		4,990 6.7		4,840 6.5		7,670 10.3				6,330 8.5		
	NBC TV	High Rollers		Wheel of Fortune ⁽²⁾		Jeopardy		Password Plus ⁽²⁾		Hollywood Squares		Days Of Our Lives				The Doctors		
	AVERAGE AUDIENCE (Households (000) & %)	4,470 6.0		5,440 7.3		3,500 4.7		4,400 5.9		4,250 5.7		6,110 8.2				5,810 7.8		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	24 6.0		27 6.1		16 4.6		20 5.7		18 6.0		26 7.6		25 8.7		25 8.7		25 7.5
TV HOUSEHOLDS USING TV WK 1		23.6	24.7	26.1	27.1	28.2	29.4	29.1	29.6	29.7	30.3	30.0	30.7	30.7	31.4	31.3	31.8	
(See Def. 1)		25.2	25.9	26.8	27.8	29.3	30.3	30.1	30.6	30.6	31.0	30.4	31.0	31.1	31.6	31.6	32.5	

U.S. TV Households: 74,500,000

(1) "ABC NEWS BRIEF", (5:00-5:30 P.M.)

(2) "NBC NEWS UPDATE", (5:00-5:30 P.M.)

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY MON.-FRI. FEB. 5-9, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JAN. 29-FEB. 2, 1979

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %) { 9,310 12.5 5,140 6.5 10,730 14.4 AVERAGE AUDIENCE (Households (000) & %) { 7,380 9.9 9.6* 10.2* 4,470 6.0 9,240 12.4 SHARE OF AUDIENCE % 30 30* 30* 17 21 AVG. AUD. BY 1/4 HR. % 9.4 9.9 10.3 10.2 6.2 5.9 12.0 12.7 General Hospital Edge of Night ABC World News Tonight																
	CBS TV	TOTAL AUDIENCE (Households (000) & %) { 7,750 10.4 4,840 6.5 13,340 17.9 AVERAGE AUDIENCE (Households (000) & %) { 6,630 8.7* 8.9 4,170 5.6 12,140 16.3 SHARE OF AUDIENCE % 27* 26 15 27 AVG. AUD. BY 1/4 HR. % 8.6 8.8 8.3 9.5 5.6 5.7 16.2 16.3 Guiding Light M*A*S*H Match Game '79 (MTUWF (S)OP) CBS Evening News with Walter Cronkite																
	NBC TV	TOTAL AUDIENCE (Households (000) & %) { 7,970 10.7 11,920 16.0 AVERAGE AUDIENCE (Households (000) & %) { 6,260 8.4 8.2* 8.7* 10,730 14.4 SHARE OF AUDIENCE % 25 25* 25* 24 AVG. AUD. BY 1/4 HR. % 8.0 8.3 8.7 8.6 14.2 14.5 Another World (I) NBC Nightly News																
	ABC TV	TOTAL AUDIENCE (Households (000) & %) { 9,610 12.9 5,590 7.5 10,950 14.7 AVERAGE AUDIENCE (Households (000) & %) { 7,450 10.0 9.5* 10.5* 4,920 6.6 9,540 12.8 SHARE OF AUDIENCE % 29 29* 30* 18 21 AVG. AUD. BY 1/4 HR. % 9.2 9.8 10.4 10.6 6.7 6.5 12.5 13.1 General Hospital Edge of Night ABC World News Tonight																
	CBS TV	TOTAL AUDIENCE (Households (000) & %) { 7,970 10.7 4,920 6.6 13,710 18.4 AVERAGE AUDIENCE (Households (000) & %) { 6,780 8.7* 9.1 4,320 5.8 12,220 16.4 SHARE OF AUDIENCE % 27* 26 16 28 AVG. AUD. BY 1/4 HR. % 8.6 8.7 8.8 9.5 5.6 6.0 16.3 16.6 Guiding Light M*A*S*H Match Game '79 CBS Evening News with Walter Cronkite																
W E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %) { 8,200 11.0 12,370 16.6 AVERAGE AUDIENCE (Households (000) & %) { 6,480 8.7 8.5* 8.9* 10,950 14.7 SHARE OF AUDIENCE % 26 26* 25* 24 AVG. AUD. BY 1/4 HR. % 8.4 8.5 9.0 8.8 14.5 14.9 Another World (I) NBC Nightly News																
	TV HOUSEHOLDS USING TV WK 1 WK 2 (See Def. 1) 32.3 33.8 34.5 35.8 35.4 36.5 37.6 39.6 42.1 44.4 46.8 50.2 54.1 56.9 58.8 60.6 32.7 34.3 35.5 36.7 36.1 37.5 38.4 40.1 42.1 44.8 47.3 50.6 54.9 57.2 58.9 60.6																	
	U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36																	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. FEB. 3, 1979

		7:00		7:15		7:30		7:45		8:00		8:15		8:30		8:45		9:00		9:15		9:30		9:45		10:00		10:15		10:30		10:45		11:00			
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)								4,020 5.4				5,660 7.6				6,110 8.2				5,740 7.7				6,330 8.5				7,150 9.6							
		AVERAGE AUDIENCE (Households (000) & %)										Scooby's All-Stars I		(OP)		Scooby's All-Stars II				Scooby's All-Stars III		(OP)		Challenge of the Superfriends I				Challenge of the Superfriends 2				Challenge of the Superfriends 3		(OP)			
		SHARE OF AUDIENCE %										3,200 4.3				4,250 5.7				4,770 6.4				4,620 6.2				5,440 7.3				6,260 8.4					
		AVG. AUD. BY 1/4 HR. %										39 3.8				31 5.4				28 6.5				25 6.2				27 7.2				29 8.4					
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)								3,580 4.8				5,660 7.6				7,670 10.3				9,090 12.2				9,090 12.2				7,520 10.1							
		AVERAGE AUDIENCE (Households (000) & %)										All New Popeye Hour I		(OP)		All New Popeye Hour II		(OP)		Bugs Bunny/ Road Runner I		(OP)		Bugs Bunny/ Road Runner 2		(OP)		Bugs Bunny/ Road Runner 3		(OP)		Tarzan & the Super Seven I					
		SHARE OF AUDIENCE %										2,910 3.9				4,320 5.8				6,030 8.1				7,230 9.7				7,670 10.3				6,260 8.4					
		AVG. AUD. BY 1/4 HR. %										32 3.7				33 5.1				35 7.4				37 8.7				37 10.0				29 8.3					
W E E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)								1,340 1.8				2,830 3.8				5,290 7.1				5,960 8.0				5,960 8.0				7,520 10.1							
		AVERAGE AUDIENCE (Households (000) & %)										Bay City Rollers (SUS.)		Yogi's Space Race		Fantastic Four		Godzilla Super 90 I				Godzilla Super 90 II				Godzilla Super 90 III		(OP)		Daffy Duck		(OP)					
		SHARE OF AUDIENCE %										970 1.3				2,160 2.9				4,020 5.4				5,220 7.0				5,360 7.2				5,960 8.0					
		AVG. AUD. BY 1/4 HR. %										12 1.1				18 2.5				24 4.8				27 5.9				26 7.0				27 7.7					
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)								3,430 4.6				4,400 5.9				5,960 8.0				5,360 7.2				6,630 8.9				7,300 9.8							
		AVERAGE AUDIENCE (Households (000) & %)										Scooby's All-Stars I		(OP)		Scooby's All-Stars II				Scooby's All-Stars III		(OP)		Challenge of the Superfriends I				Challenge of the Superfriends 2				Challenge of the Superfriends 3		(OP)			
		SHARE OF AUDIENCE %										2,760 3.7				3,650 4.9				4,320 5.8				4,470 6.0				5,810 7.8				5,810 7.8					
		AVG. AUD. BY 1/4 HR. %										27 3.3				24 4.8				23 6.0				22 5.7				22 5.4				27 7.8				27 8.2	
W E E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)								4,400 5.9				5,740 7.7				8,570 11.5				9,760 13.1				9,610 12.9				7,670 10.3							
		AVERAGE AUDIENCE (Households (000) & %)										All New Popeye Hour I		(OP)		All New Popeye Hour II		(OP)		Bugs Bunny/ Road Runner I		(OP)		Bugs Bunny/ Road Runner 2		(OP)		Bugs Bunny/ Road Runner 3		(OP)		Tarzan & the Super Seven I					
		SHARE OF AUDIENCE %										3,580 4.8				4,840 6.5				6,710 9.0				8,570 11.5				8,340 11.2				6,630 8.5					
		AVG. AUD. BY 1/4 HR. %										32 4.1				32 6.1				37 8.2				41 9.9				39 11.2				31 9.0				8.9	
W E E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)								1,740 2.4				3,730 5.0				5,510 7.4				5,960 8.0				6,110 8.2				7,600 10.2							
		AVERAGE AUDIENCE (Households (000) & %)										Bay City Rollers (SUS.)		Yogi's Space Race		Fantastic Four		Godzilla Super 90 I				Godzilla Super 90 II				Godzilla Super 90 III		(OP)		Daffy Duck		(OP)					
		SHARE OF AUDIENCE %										1,560 2.1				3,050 4.1				4,470 6.0				5,360 7.2				5,220 7.0				5,960 8.0					
		AVG. AUD. BY 1/4 HR. %										15 1.9				22 3.5				25 5.6				26 6.4				24 7.2				28 7.1				7.4	
TV HOUSEHOLDS USING TV		WK 1	5.1	5.6	6.8	8.8	11.4	13.2	16.2	19.2	22.4	24.3	25.7	27.3	28.3	27.7	28.7	29.9																			
(See Def. 1)		WK 2	5.3	6.6	8.4	11.2	13.6	16.7	19.1	21.1	23.1	25.8	27.3	28.9	28.9	28.7	28.4	29.0																			
U.S. TV Households: 74,500,000		* Half-hour ratings (for immediately preceding and subject quarter-hours).																				(R) Repeat coverage								(OP) Off peak							

U. S. TV Households: 74,500,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(OP) See Other Programs Section: Page A-36

DAY SAT. FEB. 10, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. FEB. 3, 1979

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)	5,660 7.6		4,920 6.6		7,300 9.8		8,870 11.9										
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
W E K 2	TOTAL AUDIENCE (Households (000) & %)	8,570 11.5		6,710 9.0		4,990 6.7		7,000 9.4		5,810 7.8		5,960 8.0						
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
W E K 3	TOTAL AUDIENCE (Households (000) & %)	8,420 11.3		8,050 10.8		5,740 7.7		4,920 6.6										
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
W E K 4	TOTAL AUDIENCE (Households (000) & %)	5,220 7.0		5,810 7.8		6,780 9.1		6,850 9.2										
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
W E K 5	TOTAL AUDIENCE (Households (000) & %)	7,670 10.3		7,000 9.4		5,140 6.9		6,630 8.9		5,070 6.8		4,020 5.4						
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
W E K 6	TOTAL AUDIENCE (Households (000) & %)	7,900 10.6		6,780 9.1		5,590 7.5		4,840 6.5										
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																	
TV HOUSEHOLDS USING TV		WK 1	WK 2															
(See Def. 1)		29.7	28.7	28.6	28.7	28.5	29.0	29.4	30.0	30.8	31.2	30.5	30.7	30.2	30.6	31.2	32.2	
U. S. TV Households: 74,500,000		29.2	29.1	29.1	28.6	27.9	28.7	29.4	29.7	29.2	28.6	28.6	28.5	29.3	30.0	30.6	31.2	

A-27 VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SAT. FEB. 10, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. FEB. 3, 1979

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
W																	
E																	
K																	
1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					11,400 15.3					18,400 24.7							
AVERAGE AUDIENCE (Households (000) & %)					7,300 9.8					11,180 15.0							
SHARE OF AUDIENCE %					9.8	9.0*			9.7*	10.7*			14.2*	15.3*		15.5*	
AVG. AUD. BY ¼ HR. %					27 8.5	26 9.4			27 9.5	27 10.6			34 14.8	35 15.1		32 15.2	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					9,240 12.4					10,060 13.5						8,940 12.0	
AVERAGE AUDIENCE (Households (000) & %)					5,290 7.1					5,290 7.1						7,600 10.2	
SHARE OF AUDIENCE %					7.1	6.8*			7.3*	7.1			6.5*	6.6*		8.1*	
AVG. AUD. BY ¼ HR. %					19 6.4	20 7.3			20 7.0	17 6.6			17 6.4	16 6.5		18 8.0	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					9,540 12.8											8,720 11.7	
AVERAGE AUDIENCE (Households (000) & %)					4,170 5.6											7,300 9.8	
SHARE OF AUDIENCE %					5.6	5.5*			4.8*	5.7*			6.6*			9.8	
AVG. AUD. BY ¼ HR. %					15 5.7	16 5.2			13 4.6	14 5.3			16 6.2			19 9.3	
W																	
E																	
K																	
2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					11,620 15.6					18,250 24.5							
AVERAGE AUDIENCE (Households (000) & %)					7,150 9.6					11,250 15.1							
SHARE OF AUDIENCE %					9.6	9.0*			9.1*	10.7*			13.6*	16.4*		15.3*	
AVG. AUD. BY ¼ HR. %					26 9.0	26 8.9			25 9.2	28 11.3			33 14.4	36 16.5		30 15.0	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					5,070 6.8					9,160 12.3						10,130 13.6	
AVERAGE AUDIENCE (Households (000) & %)					2,460 3.3					4,250 5.7						8,940 12.0	
SHARE OF AUDIENCE %					3.3	3.6*			3.3*	5.3*			5.9*	5.8*		12.0	
AVG. AUD. BY ¼ HR. %					10 3.6	11 3.6			10 3.6	14 5.1			15 5.9	13 5.8		23 11.8	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)									2,760 3.7	5,890 7.9						5,890 7.9	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV WK 1																	
(See Def. 1)																	
WK 2																	
U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).																	
(1) "HAWAIIAN OPEN GOLF (8)", NBC, (4:30-4:52PM), FOR REMAINING RATINGS, SEE OP PAGES (5).																	

TV HOUSEHOLDS USING TV WK 1																	
(See Def. 1)	WK 2	3.5	4.0	4.2	5.0	7.3	8.8	11.2	14.7	16.7	18.3	19.9	21.0	22.7	23.8	23.7	24.0
U.S. TV Households: 74,500,000		4.0	4.7	6.0	7.0	8.3	10.6	12.4	13.9	15.9	18.3	18.8	20.4	22.3	23.4	23.0	23.8

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. FEB. 4, 1979

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
W K 1	TOTAL AUDIENCE (Households (000) & %)	3,730 5.0		3,500 4.7		4,100 5.5								11,700 15.7				
	ABC TV	Kids Are People Too III		Animals, Animals, Animals ^(OP)		Issues And Answers		Directions (SUS.)						Superstars				
	AVERAGE AUDIENCE (Households (000) & %)	2,910 3.9		2,760 3.7		3,130 4.2								6,850 9.2		7.1*		10.3*
	SHARE OF AUDIENCE %	15		15		16								25		21*		27*
	AVG. AUD. BY 1/4 HR. %	4.0		3.8		4.4		4.1						6.3		7.9		10.8
E K 2	TOTAL AUDIENCE (Households (000) & %)			2,610 3.5						4,690 6.3		6,180 8.3		14,010 18.8				
	CBS TV			Face the Nation						Challenge of the Sexes (1)		(2)		NBA All-Star Game (1:45-4:18PM)				
	AVERAGE AUDIENCE (Households (000) & %)			1,940 2.6						3,650 4.9		5,510 7.4		5,810 7.8				7.0*
	SHARE OF AUDIENCE %			11						17		25		22		23*		15*
	AVG. AUD. BY 1/4 HR. %			2.5		2.7				4.1		5.0		7.9		7.0		6.9
W K 1	TOTAL AUDIENCE (Households (000) & %)							3,430 4.6						7,450 10.0				
	NBC TV							Meet the Press		Religious Series (SUS.)				NCAA Basketball-National 2 "FLORIDA VS. MICHIGAN" (12:00-12:30PM)				
	AVERAGE AUDIENCE (Households (000) & %)							2,680 3.6						3,500 4.7		3.9*		4.7*
	SHARE OF AUDIENCE %							15						13		12*		13*
	AVG. AUD. BY 1/4 HR. %							3.5		3.7				3.9		3.9		4.8
W K 2	TOTAL AUDIENCE (Households (000) & %)	4,690 6.3		3,200 4.3		3,580 4.8								11,400 15.3				
	ABC TV	Kids Are People Too III		Animals, Animals, Animals ^(OP)		Issues And Answers		Directions (SUS.)						Superstars				
	AVERAGE AUDIENCE (Households (000) & %)	3,650 4.9		2,610 3.5		2,980 4.0								6,850 9.2		7.4*		10.4*
	SHARE OF AUDIENCE %	19		13		15								26		22*		29*
	AVG. AUD. BY 1/4 HR. %	5.0		4.8		3.4		3.6		4.2		3.9		6.5		8.4		10.8
E K 2	TOTAL AUDIENCE (Households (000) & %)			3,650 4.9						4,540 6.1				7,900 10.6				
	CBS TV			Face the Nation						Challenge of the Sexes				NBA Basketball Game "VARIOUS TEAMS & TIMES" (1:45-4:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)			2,680 3.6						2,910 3.9		3.6*		3,050 4.1		3.8*		3.2*
	SHARE OF AUDIENCE %			15						13		12*		11		11*		8*
	AVG. AUD. BY 1/4 HR. %			3.7		3.5				3.4		3.7		4.7		4.1		3.0
W K 2	TOTAL AUDIENCE (Households (000) & %)					2,980 4.0		11,550 15.5										
	NBC TV					Meet the Press		NCAA Basketball-National 2 "U.C.L.A. VS. NOTRE DAME" (1:00-3:08PM)										
	AVERAGE AUDIENCE (Households (000) & %)					2,460 3.3		5,890 7.9		5.8*		7.7*		8.3*				9.0*
	SHARE OF AUDIENCE %					13		24		21*		25*		25*		25*		25*
	AVG. AUD. BY 1/4 HR. %					3.3		3.3		5.5		6.2		7.4		8.0		9.6
TV HOUSEHOLDS USING TV		WK 1		WK 2														
		(See Def. 1)																
		25.1	25.4	25.1	26.0	25.2	25.9	25.8	27.4	29.6	30.7	31.9	33.0	34.1	34.9	37.2	37.9	
		24.9	25.4	25.2	26.9	26.0	25.8	26.0	26.8	27.9	29.5	31.8	33.1	34.1	35.4	36.5	36.8	

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.

(1) FOR REMAINING RATINGS, SEE OP PAGES.
(2) "DAYTONA UPDATE I", CBS, (1:29-1:45PM)(S).

DAY SUN. FEB. 11, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. FEB. 4, 1979

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)		12,590 16.9					15,350 20.6									7,820 10.5	
		AVERAGE AUDIENCE (Households (000) & %)		8,270 11.1					9,240 12.4									6,480 8.7	
		SHARE OF AUDIENCE %		28			11.2*		28*		11.4*		29*		13.1*			16	
		AVG. AUD. BY 1/4 HR. %	11.4	10.0	10.7	11.8	12.4	10.8	11.1	11.6	12.1	13.2	12.6	13.7			8.7	8.7	
CBS TV	TOTAL AUDIENCE (Households (000) & %)							5,960 8.0	16,240 21.8										
	AVERAGE AUDIENCE (Households (000) & %)							5,890 7.9	7,000 9.4										
	SHARE OF AUDIENCE %		7.1*		8.4*			19	20		7.8*		8.0*		7.8*		10.4*	12.9*	
	AVG. AUD. BY 1/4 HR. %	6.6	7.7	8.2	8.7	9.5	7.9	7.7	7.8	7.9	8.0	8.0	7.7	10.0	10.8	12.2	13.6		
NBC TV	TOTAL AUDIENCE (Households (000) & %)						10,800 14.5											10,580 14.2	
	AVERAGE AUDIENCE (Households (000) & %)						5,070 6.8											8,790 11.8	
	SHARE OF AUDIENCE %		5.2*		4.9*		13*		5.1*		7.1*		7.0*		8.0*		21	11.5	12.2
	AVG. AUD. BY 1/4 HR. %	5.3	5.2	4.9	4.9	3.9	6.2	7.1	7.1	6.9	7.0	7.7	8.3			11.5	12.2		
W E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)		12,440 16.7					17,660 23.7									8,790 11.8	
		AVERAGE AUDIENCE (Households (000) & %)		7,600 10.2					11,320 15.2									7,450 10.0	
		SHARE OF AUDIENCE %		27			9.6*		29*		13.9*		15.5*		16.1*			20	
		AVG. AUD. BY 1/4 HR. %	10.4	9.0	9.4	9.7	10.9	12.1	13.8	14.1	15.2	15.7	16.1	16.1			10.2	9.9	
CBS TV	TOTAL AUDIENCE (Households (000) & %)						9,010 12.1											10,210 13.7	
	AVERAGE AUDIENCE (Households (000) & %)						4,250 5.7											8,570 11.5	
	SHARE OF AUDIENCE %		4.2*		4.8*		12*		5.1*		5.6*		6.1*		5.8*		21	12.4	
	AVG. AUD. BY 1/4 HR. %	3.7	4.6	4.7	5.0	4.9	5.3	5.4	5.7	6.0	6.2	5.9	5.7			10.6	12.4		
NBC TV	TOTAL AUDIENCE (Households (000) & %)		9,010 12.1						11,320 15.2									5,440 7.3	
	AVERAGE AUDIENCE (Households (000) & %)		5,070 6.8						4,690 6.3									5,360 7.2	
	SHARE OF AUDIENCE %		19			7.2*		21*	15*	15	13*		13*		6.4*		16*	13	
	AVG. AUD. BY 1/4 HR. %	6.6	7.4	8.2	7.1	5.7	5.3	5.2	5.1	5.4	5.3	6.0	6.8	7.5	7.5	7.9	7.2		
TV HOUSEHOLDS USING TV			WK 1	37.8	37.6	38.6	39.8	41.5	41.7	42.1	42.7	43.3	45.2	45.8	48.0	49.8	52.6	55.7	58.8
(See Def. 1)			WK 2	37.2	36.5	37.1	38.1	39.2	40.5	40.4	41.4	42.2	43.7	45.6	46.9	48.9	50.9	53.3	55.6

U.S. TV Households: 74,500,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

A-35

(1) FOR REMAINING RATINGS, SEE OP PAGES.

(3) "NCAA BASKETBALL-NATIONAL 2", NBC, (1:00-3:00PM), FOR REMAINING RATINGS, SEE OP PAGES.

(2) "DAYTONA UPDATE II", CBS, (4:18-4:30PM)(S). (4) "NBC NIGHTLY NEWS-SUN.", NBC, (6:45-7:00PM).

DAY SUN. FEB. 11, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1				WEEK 2								
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%	
EVENING MONDAY																
ABC	9.00-11.58PM	PRO BOWL FOOTBALL GAME(S)		11.00	FOR RTGS SEE PAGE A-2					13.2						
				11.15							12.7					
				11.30							12.1					
				11.45							11.3					
				12.00							10.9					
ABC	11.30-12.35AM	POLICE STORY-MON.		11.30						6,560	8.8	4,690	6.3	23	7.2	
				11.45									7.0*	22*	6.8	
				12.00											6.0	
				12.15									5.8*	23*	5.7	
				12.30											5.4	
NBC	11.30-12.00MD	NBC NEWS SPECIAL(S)		11.30	9,390	12.6	7,670	10.3	29	11.2						
				11.45						9.4						
EVENING TUESDAY																
ABC	11.30-12.04AM	ABC NEWS CLOSEUP(S)		11.30	7,380	9.9	5,810	7.8	26	8.5						
				11.45						7.3						
				12.00						6.9						
ABC	11.30-12.34AM	TUESDAY MOVIE OF THE WEEK		11.30						6,780	9.1	5,070	6.8	25	7.8	
				11.45									7.2*	23*	6.7	
				12.00											6.8	
				12.15									6.4*	26*	6.0	
				12.30											5.8	
EVENING WEDNESDAY																
ABC	11.30-12.00MD	CHINA & AMERICA:NEW BEGS2(S)		11.30	5,590	7.5	4,470	6.0	19	6.6						
				11.45						5.4						
ABC	12.00- 1.08AM	POLICE WOMAN		11.30						6,560	8.8	4,840	6.5	24	7.5	
	11.30-12.37AM			11.45									7.1*	23*	6.8	
				12.00	5,070	6.8	3,430	4.6	22	4.3					6.3	
				12.15				4.3*	18*	4.2			6.2*	25*	6.0	
				12.30						4.6					5.2	
				12.45				4.9*	26*	5.1						
				1.00						4.5						
ABC	1.08- 1.49AM	MANNIX-WED.		12.30						3,800	5.1	2,980	4.0	25	4.3	
	12.37- 1.25AM			12.45									4.1*	23*	4.1	
				1.00	3,200	4.3	2,760	3.7	28	3.9					4.1	
				1.15				3.7*	26*	3.6			4.0*	29*	3.7	
				1.30						3.6						
				1.45						3.8						
EVENING THURSDAY																
ABC	11.30-12.37AM	STARKY AND HUTCH-11:30		11.30	6,930	9.3	4,920	6.6	23	7.2	5,960	8.0	4,020	5.4	19	6.0
				11.45				7.0*	21*	6.9				5.8*	17*	5.5
				12.00						6.8						5.4
				12.15				6.6*	25*	6.5				5.3*	21*	5.1
				12.30						4.8						4.3

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

					WEEK 1				WEEK 2							
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR		
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	SHARE %	%		
EVENING THURSDAY CONT'D																
	ABC	12.37- 1.15AM	MANNIX-THURS.	12.30	3,050	4.1	2,760	3.7	21	3.9	3,050	4.1	2,610	3.5	20	3.6
		12.37- 1.21AM		12.45				3.7*	19*	3.6				3.5*	19*	3.5
				1.00						3.6						3.5
				1.15										3.4*	22*	3.3
EVENING FRIDAY																
	ABC	11.30-12.35AM	BARETTA-11:30PM	11.30	6,560	8.8	4,540	6.1	17	6.7	6,180	8.3	3,870	5.2	16	6.2
				11.45				6.6*	17*	6.5				5.9*	16*	5.6
				12.00						6.2						5.0
				12.15				5.8*	17*	5.4				4.8*	16*	4.5
				12.30						4.8						4.3
	NBC	1.00- 2.30AM	MIDNIGHT SPECIAL	1.00	6,330	8.5	3,500	4.7	26	6.5	5,590	7.5	2,910	3.9	25	5.3
				1.15				5.9*	27*	5.4				4.8*	24*	4.3
				1.30						4.4						3.9
				1.45				4.3*	25*	4.2				3.8*	25*	3.7
				2.00						4.0						3.6
				2.15				4.0*	28*	4.0				3.3*	29*	2.9
EVENING SATURDAY																
	ABC	8.58- 8.59PM	ABC NEWSBRIEF-SAT.	8.45	13,110	17.6	13,110	17.6	29	17.6						
		9.58- 9.59PM		9.45							15,570	20.9	15,570	20.9	37	20.9
	ABC	11.00-11.15PM	ABC WEEKEND REPORT-SAT.	11.00	6,780	9.1	6,630	8.9	17	8.9	6,110	8.2	6,030	8.1	16	8.1
	CBS	9.58- 9.59PM	NEWSBREAK-SAT.	8.45							8,340	11.2	8,340	11.2	19	11.2
		8.58- 8.59PM		9.45	9,460	12.7	9,460	12.7	21	12.7						
	NBC	8.58- 8.59PM	NBC NEWS UPDATE-SAT.	8.45	12,740	17.1	12,740	17.1	28	17.1						
		9.28- 9.29PM		9.15							11,470	15.4	11,470	15.4	27	15.4
	NBC	11.30-12.48AM	DIARY OF A YOUNG COMIC(S)	11.30	11,990	16.1	6,780	9.1	26	11.8						
				11.45				11.3*	29*	10.8						
				12.00						8.8						
				12.15				8.4*	25*	7.9						
				12.30						6.9						
				12.45						6.3						
	NBC	11.30-12.46AM	SATURDAY NIGHT	11.30							15,940	21.4	11,030	14.8	40	16.4
				11.45										16.0*	40*	15.7
				12.00												15.5
				12.15										14.7*	41*	14.0
				12.30												12.6
				12.45												11.4
EVENING SUNDAY																
	ABC	9.00- 9.01PM	ABC NEWSBRIEF-SUN.	7.45												
		7.57- 7.59PM		9.00	8,720	11.7	8,720	11.7	17	11.7	13,780	18.5	12,670	17.0	25	17.0
	ABC	7.00-11.24PM	ABC SUNDAY NIGHT MOVIE	11.15	FOR RTGS SEE PAGE A-14			13.6*	29*	13.4						
	CBS	7.00- 9.56PM	GONE WITH THE WIND PT.1(S)	9.45							FOR RTGS SEE PAGE A-15			23.1*	32*	22.7
	CBS	7.58- 7.59PM	NEWSBREAK-SUN. CONT'D	7.45	20,710	27.8	20,710	27.8	40	27.8						

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK TIME (N.Y.T.) PROGRAM QUARTER HOUR					WEEK 1				WEEK 2							
					TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR		
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %			
EVENING SUNDAY CONT'D																
CBS	7.58-	7.59PM	NEWSBREAK-SUN.-CONT'D	8.45							15,720	21.1	15,720	21.1	30	21.1
NBC	8.00-	10.41PM	BIG EVENT	10.30							FOR RTGS SEE PAGE A-15					21.3
NBC	8.58-	8.59PM	NBC NEWS UPDATE-SUN. 8.45- 8.46PM	8.45	13,410	18.0	13,410	18.0	25	18.0	14,600	19.6	14,600	19.6	28	19.6
NBC	11.30-	1.27AM	NBC LATE NIGHT MOVIE	12.45	FOR RTGS SEE PAGE A-16			2.3*	13*	2.1	FOR RTGS SEE PAGE A-17			3.2*	17*	3.1
	11.30-	1.35AM		1.00						2.2						2.8
				1.15				2.2*	15*	2.1				2.7*	17*	2.6
				1.30												2.0
EVENING MONDAY-FRIDAY																
ABC	9.58-	9.59PM	ABC NEWSBRIEF-M-F	M-F 8.45	14,380	19.3	13,930	18.7	29	16.3	14,080	18.9	14,080	18.9	29	16.6
				9.45						20.8						20.5
CBS	8.58-	8.59PM	NEWSBREAK-M-F	M-F 8.45	11,620	15.6	11,920	16.0	24	14.7	12,290	16.5	12,290	16.5	25	16.6
				9.00												16.5
				9.45						16.5						
CBS	12.42-	1.25AM	LATE MOVIE II	M-F 12.00	4,920	6.6	3,950	5.3	28	7.1	4,320	5.8	3,500	4.7	26	6.5
	12.42-	1.20AM		12.15				6.6*	26*	6.3				6.2*	25*	6.0
				12.30						5.5						5.1
				12.45				5.6*	29*	5.2				5.4*	28*	4.6
				1.00						5.1						4.3
				1.15				5.0*	30*	5.1				4.2*	26*	4.2
NBC	8.58-	8.59PM	NBC NEWS UPDATE-M-F	M-F 8.45	11,920	16.0	11,920	16.0	24	14.0	12,810	17.2	12,810	17.2	26	16.7
				9.00						24.0						18.1
NBC	11.30-	12.45AM	TONIGHT SHOW	M-F 1.00	FOR RTGS SEE PAGE A-16					4.1						
				1.15						4.1						
NBC	1.00-	1.45AM	TOMORROW SHOW	M-TH 1.45	FOR RTGS SEE PAGE A-16			1.5*	13*	1.3						
				2.00						1.0						
DAY MONDAY-FRIDAY																
ABC	10.00-	10.33AM	CHINA & AMERICA:NEW BEGS1(S)	MON. 10.00	3,580	4.8	2,830	3.8	17	3.9						
				10.15						3.9						
				10.30						3.3						
CBS	10.30-	11.30AM	MAGAZINE(S)	THU. 10.30	7,150	9.6	4,400	5.9	25	6.1						
				10.45				5.8*	25*	5.6						
				11.00						6.0						
				11.15				6.0*	26*	5.9						
CBS	11.54-	12.00NN	CBS MID-DAY NEWS-EDWARDS	M-F 11.45	5,360	7.2	4,690	6.3	24	6.3	5,360	7.2	4,770	6.4	23	6.4
CBS	4.00-	4.30PM	RAZZMATAZZ(S)	THU. 4.00	5,810	7.8	4,540	6.1	18	6.5						
				4.15						5.8						
DAY SATURDAY																
ABC	8.26-	8.30AM	SCHOOLHOUSE ROCK-8.26AM	8.15	3,800	5.1	3,650	4.9	42	4.9	3,580	4.8	3,130	4.2	27	4.2

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2							
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	%
DAY SATURDAY CONT'D																
ABC	9.26-	9.30AM	SCHOOLHOUSE ROCK-9.26AM	9.15	4,840	6.5	4,540	6.1	25	6.1	4,470	6.0	3,950	5.3	21	5.3
ABC	10.56-	10.59AM	SCHOOLHOUSE ROCK-10.56AM	10.45	5,890	7.9	5,360	7.2	25	7.2	5,070	6.8	4,770	6.4	22	6.4
ABC	11.26-	11.29AM	SCHOOLHOUSE ROCK-11.26AM	11.15	4,170	5.6	4,020	5.4	20	5.4	4,990	6.7	4,690	6.3	23	6.3
ABC	11.56-	11.59AM	SCHOOLHOUSE ROCK-11.56AM	11.45	4,990	6.7	4,470	6.0	21	6.0	4,990	6.7	4,400	5.9	20	5.9
CBS	8.26-	8.29AM	IN THE NEWS- 8.26AM	8.15	3,280	4.4	3,200	4.3	32	4.3	4,400	5.9	4,250	5.7	34	5.7
CBS	8.56-	8.59AM	IN THE NEWS- 8.56AM	8.45	4,920	6.6	4,470	6.0	31	6.0	5,510	7.4	4,840	6.5	31	6.5
CBS	9.26-	9.29AM	IN THE NEWS- 9.26AM	9.15	7,000	9.4	6,780	9.1	37	9.1	7,820	10.5	7,600	10.2	40	10.2
CBS	9.59-	10.02AM	IN THE NEWS- 9.59AM	9.45	7,970	10.7	7,600	10.2	37	10.1	8,640	11.6	8,420	11.3	39	11.3
				10.00						10.3						11.3
CBS	10.26-	10.29AM	IN THE NEWS-10.26AM	10.15	8,050	10.8	7,230	9.7	35	9.7	8,940	12.0	8,050	10.8	38	10.8
CBS	11.33-	11.36AM	IN THE NEWS-11.33AM	11.30	6,410	8.6	6,180	8.3	29	8.3	6,330	8.5	5,890	7.9	27	7.9
CBS	11.56-	11.59AM	IN THE NEWS-11.56AM	11.45	5,740	7.7	4,990	6.7	23	6.7	6,710	9.0	6,110	8.2	29	8.2
CBS	12.26-	12.29PM	IN THE NEWS-12.26PM	12.15	4,620	6.2	4,170	5.6	19	5.6	4,400	5.9	3,950	5.3	18	5.3
CBS	12.56-	12.59PM	IN THE NEWS-12.56PM	12.45	5,740	7.7	5,440	7.3	24	7.3	5,510	7.4	5,290	7.1	24	7.1
CBS	1.26-	1.29PM	IN THE NEWS- 1.26PM	1.15	4,920	6.6	4,400	5.9	19	5.9	4,400	5.9	3,800	5.1	18	5.1
NBC	10.27-	10.29AM	METRIC MARVELS-10:27AM	10.15	5,660	7.6	5,440	7.3	26	7.3	5,220	7.0	4,990	6.7	23	6.7
NBC	10.57-	10.59AM	METRIC MARVELS-10:57AM	10.45	6,480	8.7	6,330	8.5	29	8.5	6,480	8.7	6,410	8.6	29	8.6
NBC	11.57-	11.59AM	METRIC MARVELS-11:57AM	11.45	6,780	9.1	6,630	8.9	31	8.9	5,810	7.8	5,510	7.4	26	7.4
NBC	4.30-	4.52PM	HAWAIIAN OPEN GOLF-SAT(B)(S)	4.45							FOR RTGS SEE PAGE A-29					3.1
DAY SUNDAY																
ABC	11.55-	11.59AM	SCHOOLHOUSE ROCK-11.55AM	11.45	3,130	4.2	3,050	4.1	16	4.1	2,980	4.0	2,610	3.5	13	3.5
CBS	8.26-	8.29AM	IN THE NEWS- 8.26AM-SUN.	8.15	600	.8	600	.8	10	.8	1,190	1.6	1,120	1.5	15	1.5
CBS	8.56-	8.59AM	IN THE NEWS- 8.56AM-SUN.	8.45	890	1.2	890	1.2	9	1.2	1,190	1.6	1,190	1.6	12	1.6
CBS	1.00-	1.39PM	CHALLENGE OF THE SEXES	1.30	FOR RTGS SEE PAGE A-32					6.1						
CBS	1.45-	4.18PM	NBA ALL-STAR GAME(S)	4.15	FOR RTGS SEE PAGE A-32					8.7						
NBC	1.00-	3.08PM	NCAA BASKETBALL-NAT'L 2	3.00							FOR RTGS SEE PAGE A-33					10.7